

2019/20 MEDIA KIT

Reach Canada's foodservice & hospitality industry



Restaurants
Canada

The voice of foodservice | La voix des services alimentaires



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ABOUT RESTAURANTS CANADA

Restaurants Canada is a national, not-for-profit association representing Canada's diverse and dynamic foodservice and hospitality industry. We have been the industry voice, community and go-to source for specialized news, research, advocacy and insights since 1944.

OUR MEMBERS & AUDIENCE ARE YOUR CUSTOMERS

Restaurants Canada is the largest membership organization of its kind, and the only national association that serves the unique needs of the Canadian foodservice sector. Our members are as diverse as the industry itself — from independent operators to regional and national chains, including restaurants, bars, caterers, franchisors, hotels, institutions, food trucks, convenience stores and other emerging business types. Our membership also includes industry suppliers, who play an integral role in the success of foodservice business operators across Canada.

YOUR DOLLARS DIRECTLY SUPPORT THE INDUSTRY'S FUTURE

When you advertise with Restaurants Canada, you are supporting the future of the industry. The funds we raise are re-invested into education, advocacy, research and other services to help foodservice professionals succeed and grow. ***Your dollars go toward the betterment of the industry.***

120,000+

RESTAURANTS, BARS, HOTELS &
INSTITUTIONS ACROSS CANADA

1.2M

PEOPLE EMPLOYED IN THE
FOODSERVICE INDUSTRY



RC MEDIA PLATFORM

Restaurants Canada provides a multi-platform suite of exclusive print and digital assets to reach your target audience — the key decision-makers that need your products and services to propel their businesses forward.

We contribute to a vibrant foodservice industry through these key services:

GOVERNMENT RELATIONS

Advocating on behalf of the industry and providing legislative and policy updates.

MEMBER SAVINGS

Exclusive discounts, expert advice and group buying programs.

EVENTS & EDUCATION

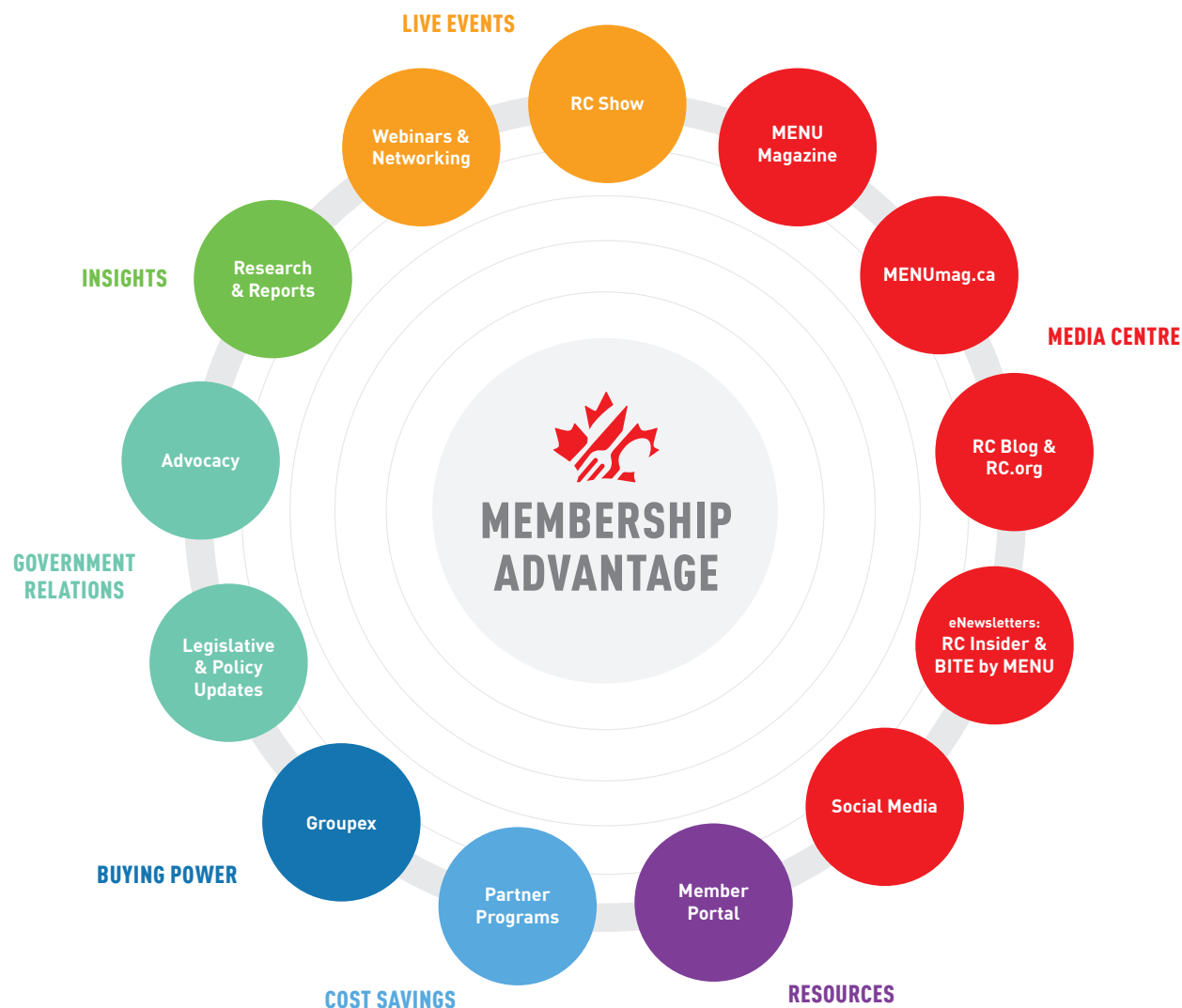
Connecting operators and suppliers through trade shows and industry events, while educating professionals with conferences and webinars.

RESEARCH & INSIGHTS

A comprehensive suite of research and analysis, tools, industry data and reports.

PUBLICATIONS & PUBLICITY

Unrivaled print and digital publications that help businesses grow and share inspirational industry stories with the world.



Restaurants Canada is the go-to-place for industry news, legislative updates, research, operational resources and innovation stories.



PRINT

Timely and insightful editorial that inspires and empowers hospitality professionals across Canada.

MENU MAGAZINE

FOODSERVICE FACTS

RESTAURANTS CANADA RESEARCH

RC SHOW GUIDE

MENU MAGAZINE

MENU, Canada's foodservice magazine, connects you to the decision-makers you want to reach — the leading and emerging operators in Canada's \$89 billion foodservice industry. Offering a fresh perspective on foodservice issues and trends, MENU connects the entire supply chain with information, ideas and insights that build business success. MENU is all about real people, real stories.

TARGETED REACH: 90,000+ FREQUENCY: BI-MONTHLY

AD FORMATS & RATES

FORMAT	1X		6X	
	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER
Double Page	\$9592	\$7674	\$8295	\$6636
Full Page	\$5995	\$4796	\$5185	\$4148
2/3 Page	\$4795	\$3836	\$4140	\$3312
1/2 Page - Island	\$4315	\$3452	\$3735	\$2988
1/2 Page - Hor/Ver	\$4015	\$3212	\$3475	\$2780
1/3 Page	\$3230	\$2584	\$2795	\$2236
1/4 Page	\$2500	\$2000	\$2165	\$1732
Inside Front Cover	\$6595	\$5276	\$5703	\$4563
Inside Back Cover	\$6355	\$5084	\$5495	\$4396
Outside Back Cover	\$6895	\$5516	\$5963	\$4771

Promotional inserts and customized advertising options (tip-on, gatefolds, etc.) opportunities are available starting at \$5000. Contact for more details.

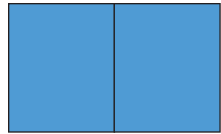


MENU - EDITORIAL SCHEDULE

ISSUE - 2019	ISSUE THEME	BOOKING DEADLINE	MATERIALS DEADLINE	RELEASE DATE
JAN - FEB	RC Show 2019 Preview — SustainABILITY: <i>State of the nation — the evolving Canadian foodservice landscape; focus on business sustainability</i>	Dec. 21	Jan. 11	Feb. 1
MAR - APR	Plated & Poured: <i>Consumer behaviour and market trends; design and style considerations; focus on packaging and presentation</i>	Jan. 18	Feb. 8	Mar. 4
MAY - JUNE	Coast to Coast to Coast: <i>Domestic and global markets; travel stories and inspirations; focus on culinary tourism</i>	Mar. 22	Apr. 12	May 6
JULY - AUG	Planting, Planning & Protecting: <i>The business of growing, producing and serving food; food science and safety; focus on the supply chain</i>	May 17	June 7	July 1
SEPT - OCT	The Future is Friendly: <i>Cutting-edge ideas; best practices; product trends; pioneering people; focus on innovation</i>	July 19	Aug. 9	Sept. 2
NOV - DEC	Everything BUT: <i>All the things in a restaurant that you can't eat or drink; from POS to tableware, uniforms to menu designs</i>	Sept. 20	Oct. 11	Nov. 4

Dates and themes are subject to change.

MENU - AD SPECS



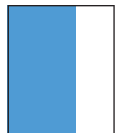
Double Page

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With Bleed: 18.5" x 11.375"
Type Safety Area: 17" x 9.875"
Non-Bleed Size: 17" x 9.875"



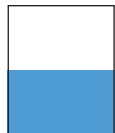
Full/Cover Page

Trim Size: 9" x 10.875"
With Bleed: 9.5" x 11.375"
Type Safety Area: 8" x 9.875"
Non-Bleed Size: 8" x 9.875"



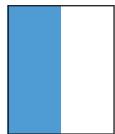
2/3 Page

Trim Size: 5" x 10.875"
With Bleed: 5.75" x 11.375"
Type Safety Area: 5" x 9.875"
Non-Bleed Size: 5" x 9.875"



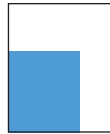
1/2 Horizontal

Trim Size: 9" x 5.375"
With Bleed: 9.5" x 5.625"
Type Safety Area: 8" x 4.875"
Non-Bleed Size: 8" x 4.875"



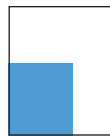
1/2 Vertical

Trim Size: 4.375" x 10.875"
With Bleed: 4.625" x 11.375"
Type Safety Area: 3.875" x 9.875"
Non-Bleed Size: 3.875" x 9.875"



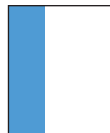
1/2 Island

Trim Size: 4.75" x 7.625"
With Bleed: 5.625" x 8.625"
Type Safety Area: 4.5" x 7.25"
Non-Bleed Ad Size: 4.5" x 7.25"



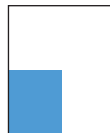
1/3 Square

Trim Size: 5.5" x 5.125"
With Bleed: 5.75" x 5.375"
Type Safety Area: 5" x 4.625"
Non-Bleed Size: 5" x 4.625"



1/3 Vertical

Trim Size: 3.187" x 10.875"
With Bleed: 3.437" x 11.375"
Type Safety Area: 2.687" x 9.865"
Non-Bleed Size: 2.687" x 9.875"



1/4 Square

Trim Size: 4.375" x 5.375"
With Bleed: 4.625" x 5.625"
Type Safety Area: 3.875" x 4.875"
Non-Bleed Size: 3.875" x 4.875"



1/4 Horizontal

Trim Size: 9" x 2.625"
With Bleed: 9.5" x 2.875"
Type Safety Area: 8" x 2.125"
Non-Bleed Size: 8" x 2.125"

Refer to File Submission (pg. 26) for details on file requirements and delivery.



TARGETED READERSHIP: 90,000+ **FREQUENCY: ANNUAL**

FORMAT	NON-MEMBER	MEMBER
Full Page	\$5995	\$4796
Inside Front Cover	\$6595	\$5276
Insider Back Cover	\$6355	\$5084
Outside Back Cover	\$6985	\$5516

BOOKING CLOSES	MATERIALS DUE	RELEASE DATE
Apr. 3, 2020	Apr. 24, 2020	May 15, 2020

RESTAURANTS CANADA



Refer to File Submission (pg. 26) for details on file requirements and delivery.



RESTAURANTS CANADA RESEARCH

ALIGN YOUR BRAND WITH CANADA'S LEADING FOODSERVICE RESEARCH PUBLICATIONS.

Now is your chance to partner with Restaurants Canada Research and reach 30,000+ members who find research and statistics to be one of their most useful resources. Each report offers a comprehensive look at different facets of foodservice industry, providing data, trends and insights for what operators face today and forecasting what may come tomorrow.

AD SPECS



Full Page Size: 8.5"x11 (no crop marks) Format: PDF

Refer to File Submission (pg. 26) for details on file requirements and delivery.





RESTAURANTS CANADA RESEARCH

OPERATIONS REPORT

Foodservice operators can benchmark their financial performance against similar operations with detailed data on profitability, cost of sales, operating expenses and other important performance measures.

FREQUENCY: ANNUALLY

BOOKING CLOSES	MATERIALS DUE	RELEASE DATE
Mar. 20, 2020	Apr. 03, 2020	Apr. 24, 2020

FOODSERVICE INDUSTRY FORECAST 2019-2023

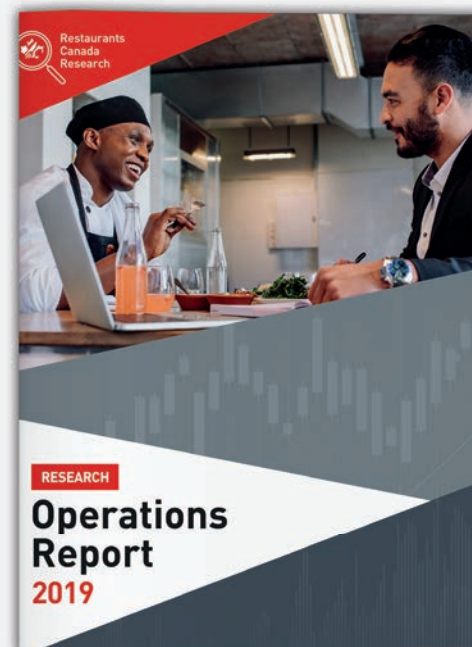
This five-year forecast of industry performance by segment and province is a must-have resource for operators developing their business' current and future growth strategies.

FREQUENCY: ANNUALLY

BOOKING CLOSES	MATERIALS DUE	RELEASE DATE
Sep. 18, 2020	Oct. 02, 2020	Oct. 23, 2020

AD FORMATS & RATES

FORMAT	NON-MEMBER	MEMBER
Inside Front Cover	\$4200	\$3500
Full Page	\$4200	\$3500
Inside Back Cover	\$4200	\$3500



RESTAURANTS CANADA RESEARCH

QUARTERLY FORECAST

Provides a two-year projection of foodservice sales by segment nationally and a forecast of the latest economic indicators. Operators and suppliers can learn which segments have the strongest sales growth in the coming quarters, as well as the economic factors that pose a risk to that growth.

FREQUENCY: QUARTERLY

AD RATES & SPECS

FORMAT	1X		4X	
	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER
Inside Front Cover	\$3000	\$2500	\$2500	\$2000
Inside Back Cover	\$3000	\$2500	\$2500	\$2000

PUBLICATION DEADLINES

QUARTER	BOOKING CLOSES	MATERIALS DUE	RELEASE DATE
Q1 2019	Mar. 13, 2020	Mar. 27, 2020	Apr. 17, 2020
Q2 2019	Jun. 12, 2020	Jun. 26, 2020	Jul. 17, 2020
Q3 2019	Sep. 11, 2020	Sep. 25, 2020	Oct. 16, 2020
Q4 2019	Dic. 04, 2020	Dec. 18, 2020	Jan. 15, 2021



Restaurants
Canada
Research



RESTAURANTS CANADA RESEARCH

RESTAURANT OUTLOOK SURVEY

Learn how restaurateurs feel about sales and employment in the coming months, as well as what operational challenges they are facing. This quarterly survey, provides a progressive perspective on business conditions and key issues impacting the foodservice industry.

FREQUENCY: QUARTERLY

AD FORMATS & RATES

FORMAT	1X		4X	
	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER
Inside Front Cover	\$3000	\$2500	\$2500	\$2000
Inside Back Cover	\$3000	\$2500	\$2500	\$2000

PUBLICATION DEADLINES

QUARTER	BOOKING CLOSES	MATERIALS DUE	RELEASE DATE
Q1 2019	Apr. 03, 2020	Apr. 17, 2020	May. 08, 2020
Q2 2019	Jul. 03, 2020	Jul. 17, 2020	Aug. 07, 2020
Q3 2019	Oct. 02, 2020	Oct. 16, 2020	Nov. 06, 2020
Q4 2019	Jan. 08, 2021	Jan. 22, 2021	Feb. 12, 2021



Restaurants
Canada
Research





RESTAURANTS CANADA RESEARCH

MONTHLY INFOSTATS & MONTHLY FAST FACTS

Find out which provinces and segments are showing the strongest foodservice sales and growth in these comprehensive monthly reports.

FREQUENCY: MONTHLY

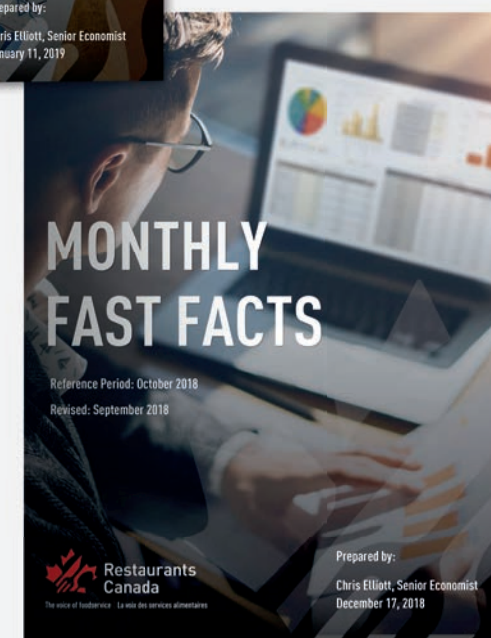
AD FORMATS & RATES

FORMAT	1X		12X	
	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER
Inside Front Cover	\$1200	\$1000	\$1000	\$800

PUBLICATION DEADLINES

MONTH	BOOKING CLOSES	MATERIALS DUE	RELEASE DATE
January	Dec. 06, 2019	Dec. 20, 2019	Jan. 13, 2020
February	Jan. 07, 2020	Jan. 21, 2020	Feb. 11, 2020
March	Feb. 05, 2020	Feb. 19, 2020	Mar. 11, 2020
April	Mar. 10, 2020	Mar. 24, 2020	Apr. 14, 2020
May	Apr. 06, 2020	Apr. 20, 2020	May. 11, 2020
June	May. 07, 2020	May. 21, 2020	Jun. 11, 2020
July	Jun. 08, 2020	Jun. 22, 2020	Jul. 13, 2020
August	Jul. 07, 2020	Jul. 21, 2020	Aug. 11, 2020
September	Aug. 07, 2020	Aug. 21, 2020	Sep. 11, 2020
October	Sep. 08, 2020	Sep. 22, 2020	Oct. 13, 2020
November	Oct. 07, 2020	Oct. 21, 2020	Nov. 11, 2020
December	Nov. 06, 2020	Nov. 20, 2020	Dec. 11, 2020

1 ad spot available per report per month



RC SHOW GUIDE

RC Show is the foodservice and hospitality event of the year, bringing the industry together to shop, taste, learn, connect and grow your business. With 19,500+ attendees and 1,100 exhibitors representing over 700 brands, this annual event showcases cutting-edge products, pioneering people and transformative ideas. The official RC Show Guide is the ideal publication to feature your brand in front of buyers as they shop the show floor.

TARGETED REACH: 19,500+ **FREQUENCY: ANNUAL**

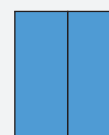
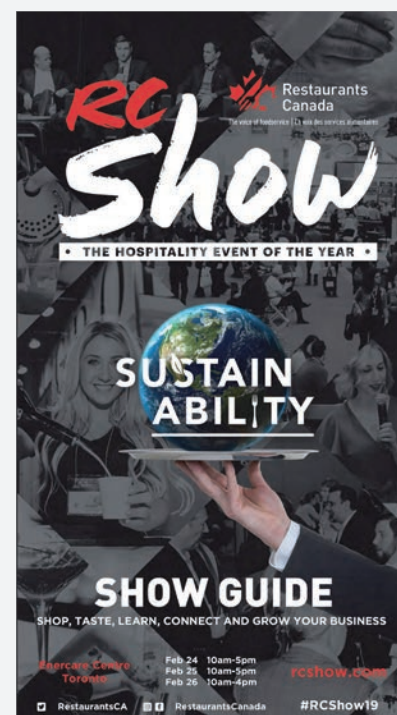
AD RATES & SPECS

FORMAT	MEMBER
Full Page	\$3500
1/2 Page	\$2000
Double Page Spread	\$5000
Inside Front Cover	\$4500
Inside Back Cover	\$4500
Featured Listing	\$350

PUBLICATION DEADLINES

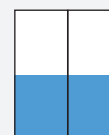
BOOKING CLOSES	MATERIALS DUE	RELEASE DATE
Jan. 24, 2020	Jan. 31, 2020	Mar. 1, 2020

Refer to File Submission (pg. 26) for details on file requirements and delivery.



Double Page

Trim Size: 12" x 10.875"
With Bleed: 12.5" x 11.375"
Type Safety Area: 11" x 9.875"
Non-Bleed Size: 11" x 9.875"



1/2 Page Spread

Trim Size: 12" x 5.375"
With Bleed: 12.5" x 5.625"
Type Safety Area: 11" x 4.875"
Non-Bleed Size: 11" x 4.875"



Full Page

Trim Size: 6" x 10.875"
With Bleed: 6.5" x 11.375"
Type Safety Area: 5" x 9.875"
Non-Bleed Size: 5" x 9.875"



1/2 Page

Trim Size: 6" x 5.375"
With Bleed: 6.5" x 5.625"
Type Safety Area: 5" x 4.875"
Non-Bleed Size: 5" x 4.875"

RC Show offers brands on-site activation, digital screen placements and event sponsorship opportunities. Contact for more information!

DIGITAL

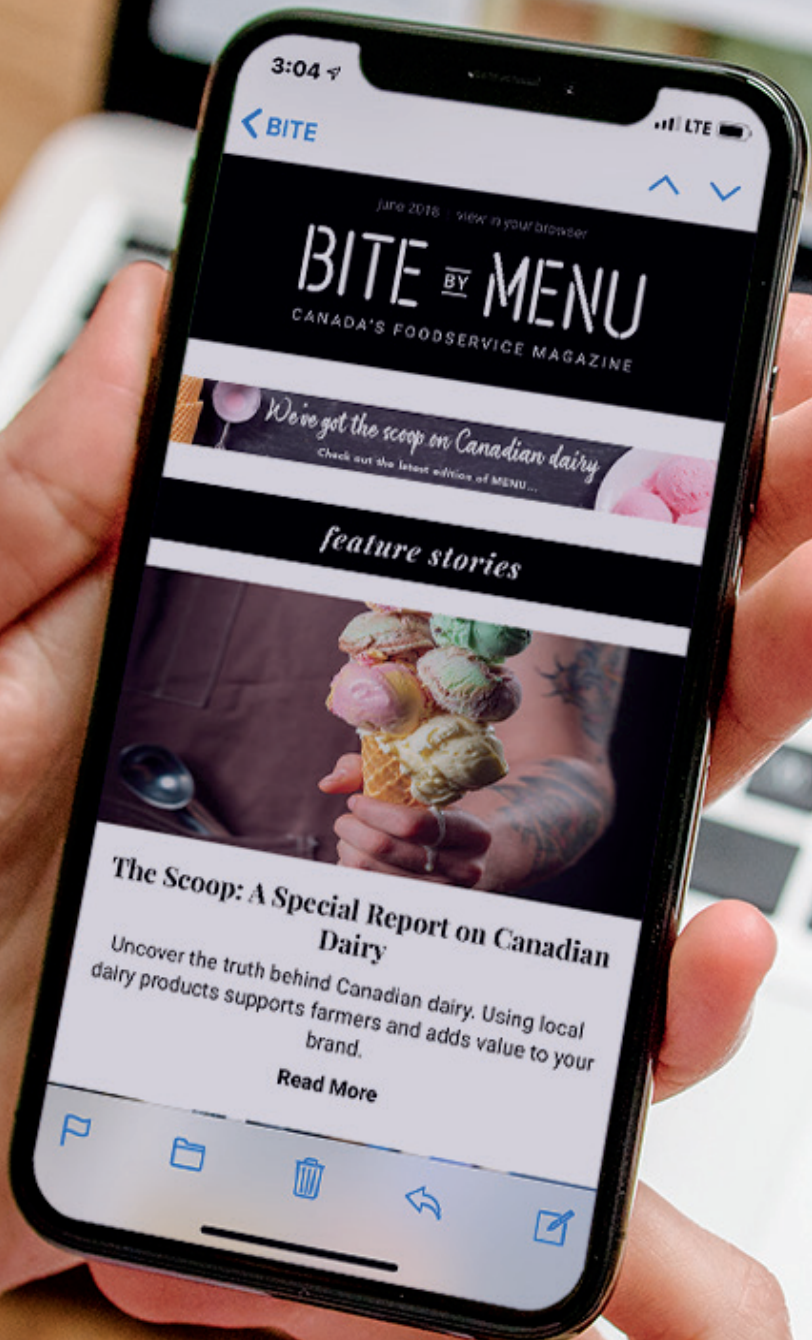
Providing insights 24/7 through our websites, e-newsletters and social media channels that reach a targeted and engaged community of foodservice professionals.

E-NEWSLETTERS

RC Insider
BITE by MENU

WEBSITES

MENUMag.ca
RC Blog
Restaurants Canada
Member Portal



DIGITAL REACH

"Restaurants Canada offers a hyper-targeted and engaged audience of foodservice professionals, eager to learn about the latest industry news and innovations."

100K+

MONTHLY PAGE VIEWS

48K+

EMAIL SUBSCRIBERS

450K+

SOCIAL MEDIA REACH

26K+

SOCIAL MEDIA FOLLOWERS



10566 FOLLOWERS



5712 FOLLOWERS



3876 FOLLOWERS



6613 FOLLOWERS

As of June 1, 2019.



RC INSIDER

RC Insider provides operators, owners and foodservice professionals insights and intel on the latest industry issues. This e-newsletter features articles on key issues impacting the foodservice sector, government policy and legislation changes, operational tips, cost-saving programs, research reports, industry and educational events. Highlight your brand in of one of Canada's must-read foodservice industry newsletters.

TARGETED REACH: 27,600+ FREQUENCY: BI-WEEKLY

AD FORMATS & RATES

FORMAT	SIZE (WxH)	NON-MEMBER	MEMBER
Leaderboard A	600x74	\$1500	\$1200
Medium Rectangle A	300x250	\$1350	\$1080
Medium Rectangle B	300x250	\$1350	\$1080
Leaderboard B	600x74	\$1250	\$1000
Medium Rectangle C	300x250	\$1200	\$960
Medium Rectangle D	300x250	\$1200	\$960
Leaderboard C	600x74	\$1000	\$800
Sponsored Content*	-	\$2500	\$2000

*For sponsored content requirements, please refer to our sponsored content guidelines.

Accepted File Format: JPG, PNG, GIF | Maximum File Size: 150KB

Refer to File Submission (pg. 26) for details on file requirements and delivery.

April 16, 2018 view in your browser

Restaurants Canada **RC insider** **INSIGHTS. INGREDIENTS. INTEL.**

LEADERBOARD A

Medium Rectangle A

Medium Rectangle B

LEADERBOARD B

Medium Rectangle C

Medium Rectangle D

LEADERBOARD C

BITE BY MENU

BITE by MENU highlights the best stories from MENUMag.ca, the digital extension of our nationally distributed foodservice magazine. This e-newsletter delivers inspirational and informative articles from the industry-at-large, including chef profiles, menu trends, thought-leadership stories and innovative product features. Position your brand alongside influential ideas and thought-provoking stories.

TARGETED REACH: 22,400+ FREQUENCY: MONTHLY

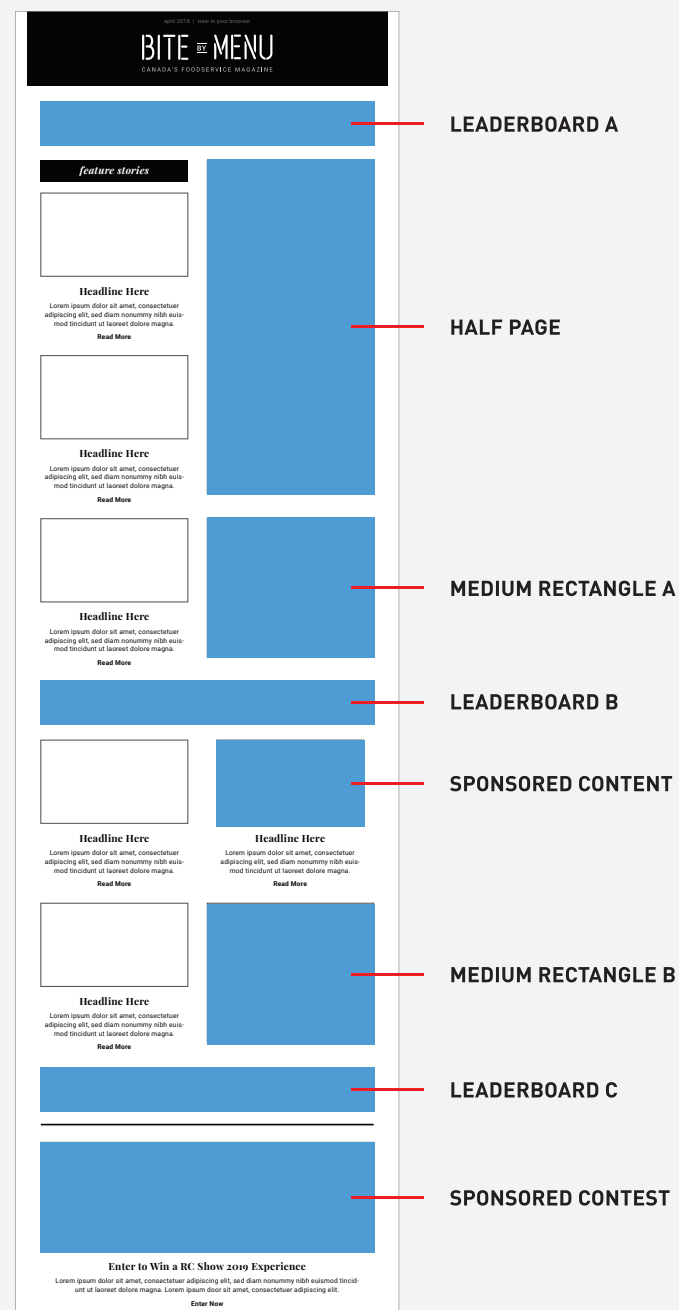
AD FORMATS & RATES

FORMAT	SIZE (WxH px)	NON-MEMBER	MEMBER
Leaderboard A	600x74	\$1500	\$1200
Half Page	300x600	\$2500	\$2000
Medium Rectangle A	300x250	\$1350	\$1080
Leaderboard B	600x74	\$1350	\$1080
Medium Rectangle B	300x250	\$1200	\$960
Leaderboard C	600x74	\$1000	\$800
Sponsored Contest*	600x250	\$6200	\$4960
Sponsored Content*	275x175	\$2500	\$2000

*For sponsored content requirements, please refer to our sponsored content guidelines.

Accepted File Format: JPG, PNG, GIF | Maximum File Size: 150KB

Refer to File Submission (pg. 26) for details on file requirements and delivery.



MENUMAG.CA

As the digital extension of MENU Magazine, Canada's foodservice magazine, MENUMag.ca features real people and real stories. MENU aims to inform and inspire the industry at all levels, from the servers on the frontline to the owners behind the vision. Designed with multimedia capabilities (including video content), tell your brand's story through inspirational and visual narratives.

AD FREQUENCY: MONTHLY

AD FORMATS & RATES

FORMAT	SIZE (WxH)	NON-MEMBER	MEMBER
Full-Width Header	1400x135	\$3000	\$2400
Leaderboard - Upper	728x90	\$1500	\$1250
Half Page - Top	300x600	\$2500	\$2000
Half Page - Sticky	300x600	\$2000	\$1600
Leaderboard - Inline Feed	728x90	\$2500	\$2000
Leaderboard - Footer	728x90	\$1000	\$800
Large Rectangle - Post	336x280	\$1350	\$1080
Leaderboard - Post Footer	728x90	\$1000	\$800
Sponsored Post*	-	\$1500	\$1200

*For sponsored content requirements, please refer to our sponsored content guidelines.

Accepted File Format: JPG, PNG, GIF | Maximum File Size: 150KB

Refer to File Submission (pg. 26) for details on file requirements and delivery.

FULL WIDTH HEADER

LEADERBOARD - UPPER

HALF PAGE - TOP

LEADERBOARD - INLINE

HALF PAGE - STICKY

LARGE RECTANGLE - POST

LEADERBOARD - POST FOOTER

RC BLOG

Restaurants Canada's official blog delivers operators actionable insights that be can be directly translated into day-to-day operations. Our primary readership is comprised of foodservice operators and operational decision-makers at all levels (marketing, finance, design and more). If you are looking to contribute thought-leadership, best practices and downloadable resources with your brand in mind, RC Blog is the ideal place to highlight your unique value proposition.

AD FREQUENCY: MONTHLY

AD FORMATS & RATES

FORMAT	SIZE (WxH)	NON-MEMBER	MEMBER
Leaderboard	728x90	\$1500	\$1200
Large Rectangle A	336x280	\$1250	\$1000
Large Rectangle B	336x280	\$1250	\$1000
Large Rectangle C	336x280	\$1000	\$800
Sponsored Post*	-	\$1500	\$1200

*For sponsored content requirements, please refer to our sponsored content guidelines.

Accepted File Format: JPG, PNG, GIF | Maximum File Size: 150KB

Refer to File Submission (pg. 26) for details on file requirements and delivery.

The screenshot shows the Restaurants Canada Blog homepage. The layout includes a navigation bar at the top, a main content area with several blog posts, and a sidebar on the right. Red lines point to specific ad placement areas:

- LEADERBOARD**: A horizontal blue rectangle at the top right of the page.
- LARGE RECTANGLE A**: A vertical blue rectangle on the right side, above the sidebar.
- LARGE RECTANGLE B**: A vertical blue rectangle on the right side, below Large Rectangle A.
- LARGE RECTANGLE C**: A vertical blue rectangle on the right side, below the sidebar.

The blog posts visible include:

- Canadian Food Needs You and Here is How You Can Help
- Restaurant Staffing Strategies You Need
- Creating Inclusive Restaurants Through Sensory Experience Design
- How Do I Start a Food Business
- 5 Things You Need to Consider for Restaurant Expansion
- Welcoming Transgender Customers to Your Establishment

RESTAURANTSCANADA.ORG

Brimming with the latest industry news and updates, market research, operational articles and tools, events and educational webinars, RestaurantsCanada.org is the go-to resource centre for staying at the forefront of the foodservice industry. Build brand awareness and feature your solutions in front of key decision-makers and influencers.

AD FREQUENCY: MONTHLY

AD FORMATS & RATES

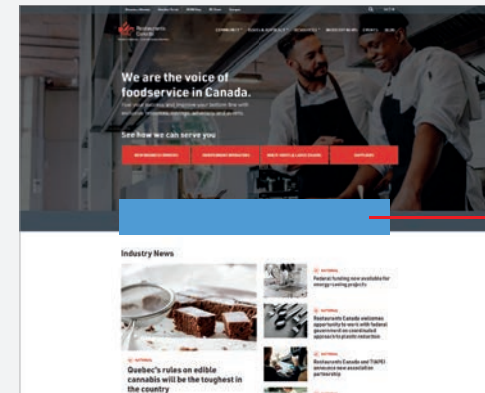
FORMAT	SIZE (WxH)	NON-MEMBER	MEMBER
Large Rectangle	336 x 280	\$2000	\$1500
Leaderboard - Header	728 x 90	\$2500	\$2000
Leaderboard - Footer	728 x 90	\$1500	\$1200

*Leaderboard - Header appears on the homepage, industry news and events pages

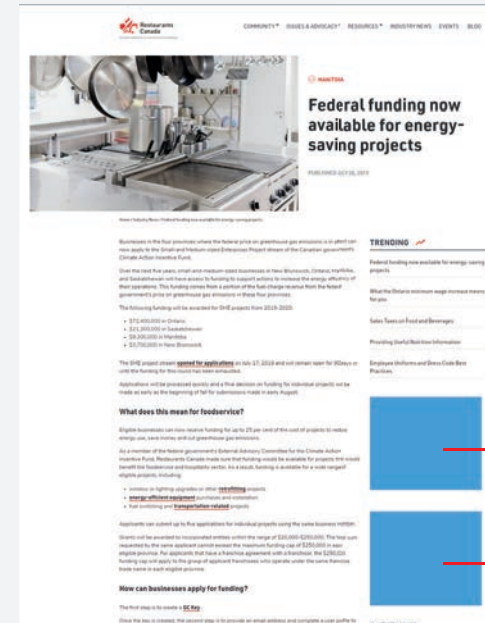
**Large Rectangle appears on Industry Issues and news posts

Accepted File Format: JPG, PNG, GIF | Maximum File Size: 150KB

Refer to File Submission (pg. 26) for details on file requirements and delivery.

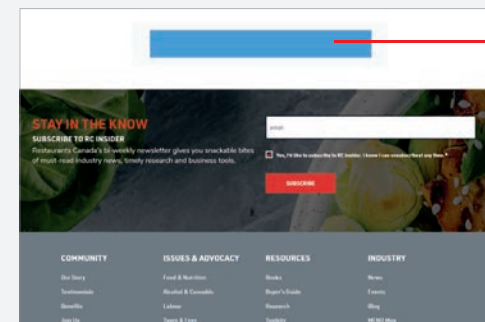


LEADERBOARD - HEADER



LARGE RECTANGLE A

LARGE RECTANGLE B



LEADERBOARD - FOOTER

MEMBER PORTAL

Restaurants Canada members have exclusive access to business resources, tools, research reports, webinars and product offers through the Member Portal. Visited daily by members across the country, reach a highly engaged and targeted audience through digital display ads and sponsored content.

AD FREQUENCY: MONTHLY

AD FORMATS & RATES

FORMAT	SIZE (WxH)	NON-MEMBER	MEMBER
Leaderboard	728x90	\$1500	\$1200
Half Page - Page & Post	300x600	\$1000	\$800
Rectangle - Inline Feed	336x280	\$750	\$500

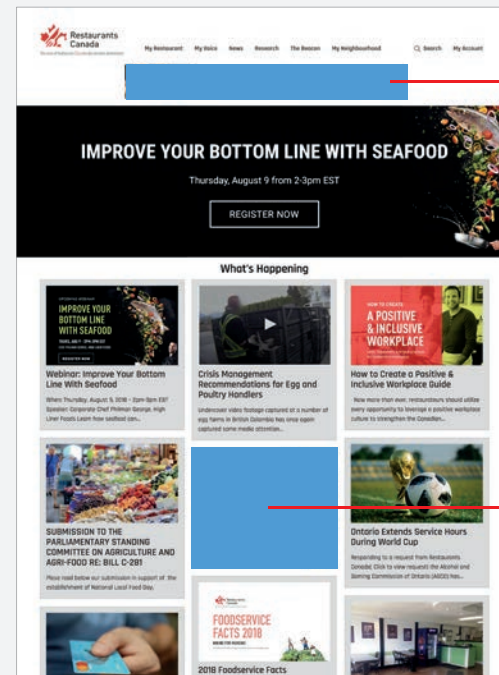
PARTNER PROGRAMS

Interested in developing an exclusive member engagement program? Get in touch to learn about year-long partner programs and corporate partnerships with Restaurants Canada. Contact our membership team at members@restaurantscanada.org or call 1-800-387-5649.

*For sponsored content requirements, please refer to our sponsored content guidelines.

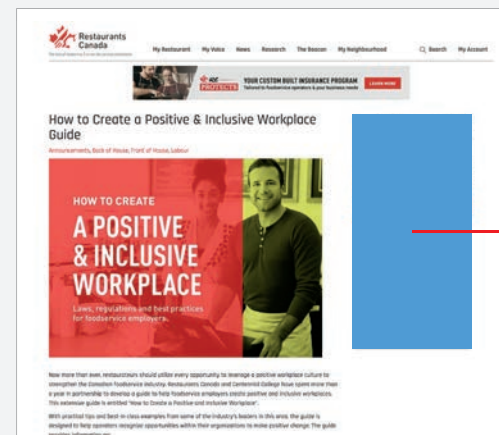
Accepted File Format: JPG, PNG, GIF | Maximum File Size: 150KB

Refer to File Submission (pg. 26) for details on file requirements and delivery.



LEADERBOARD

LARGE RECTANGLE



HALF PAGE



MEDIA PACKAGES

Tell your brand story, deliver exclusive offers, gather leads through contests or keep it simple. Restaurants Canada offers customized media packages designed to meet your business goals and activate our full multimedia suite.


ENGAGEMENT - STORY

ENGAGEMENT - OFFER

CONTEST

DIGITAL

MEDIA PACKAGES

ENGAGEMENT - STORY	ENGAGEMENT - OFFER	CONTEST	DIGITAL
<p><i>Tell your brand's story with an editorial-focused approach to engagement</i></p> <p>PRINT - MENU Ad - Full Page Editorial - Feature Story</p> <p>E-NEWSLETTER BITE - Sponsored Post Digital Ad - Banner/Box (2x)</p> <p>WEBSITE MENUMag.ca - Post</p> <p>SOCIAL MEDIA POST Facebook (2x) Twitter (3x) Instagram (1x)</p>	<p><i>Generate leads and engage industry professionals with an exclusive offer</i></p> <p>PRINT - MENU Ad - Full Page Editorial - Feature Story</p> <p>E-NEWSLETTER RC Insider - Sponsored Post Digital Ad - Banner/Box (4x)</p> <p>WEBSITE RC Blog - Post RC.org - Offer Page (Optional) Member Portal - Post</p> <p>SOCIAL MEDIA POST Facebook (2x) Twitter (5x) LinkedIn (2x) Instagram (1x)</p>	<p><i>A quick, simple way to grow your following and market your latest products</i></p> <p>PRINT - MENU Contest Feature</p> <p>E-NEWSLETTER BITE - Contest Feature</p> <p>WEBSITE MENUMag.ca - Post</p> <p>SOCIAL MEDIA POST Facebook (2x) Twitter (6x) LinkedIn (2x) Instagram (1x)</p>	<p><i>For those with a modest budget, get the most bang for your buck with a digital-only package</i></p> <p>WEBSITE RC Blog/MENUMag.ca - Post</p> <p>SOCIAL MEDIA POST Facebook (1x) Twitter (4x) LinkedIn or Instagram (1x)</p>
<p>\$14,130 (Non-Member) \$10,000 (Member)</p>	<p>\$15,075 (Non-Member) \$10,720 (Member)</p>	<p>\$8280 (Non-Member) \$5760 (Member)</p>	<p>\$1395 (Non-Member) \$960 (Member)</p>
			<p></p> <p>LOOKING TO CUSTOMIZE? Get in touch with our sales team to design a media package tailored to your goals!</p>

Engagement and contest package rates are priced for bi-monthly circulation. Digital-only package is priced for monthly circulation.

FILE SUBMISSION

PRINT

- Accepted file format: PDFX/-1
- For PDFX/-1 files, fonts and pictures must be embedded or outlined
- Colours: CMYK only - PMS must be converted to CMYK
- Images: 300dpi, CMYK
- Maximum Ink Density: 300%
- Do not perform trapping

File Delivery

All files must be uploaded to the ad delivery FTP portal

Protocol: SFTP (S=secure)

Server: boomart.net

Username: menu

Password: m3nuartw0rk

DIGITAL

- Accepted file formats: JPEG/JPG, PNG, GIF
- Images: 72dpi, RGB
- Maximum file size: 150KB
- Animated GIFs are accepted; Flash and HTML5 artwork is not supported on our digital properties

File Delivery

All files must be delivered to your account manager by the submission deadline via email or web file transfer (Google Drive, WeTransfer, DropBox, etc.). For email delivery, a maximum file size of 20MB applies.

Disclaimer: It is advertiser's or agency's obligation to submit advertising materials in accordance with Restaurants Canada's deadlines and requirements. If advertising materials are late, the advertiser is still responsible for the media purchased and Restaurants Canada is not required to guarantee full delivery of the insertion order/advertising agreement.



Get in touch to start activating your brand today

1155 Queen Street West, Toronto, ON M6J 1J4

1-800-387-5649 ext. 8007

sales@restaurantscanada.org



**Restaurants
Canada**

The voice of foodservice | La voix des services alimentaires

Rates listed in Canadian dollars/gross and are subject to change without notice. Prevailing exchange rate for foreign currencies will be applied. Deadline dates are subject to change.