



# ORA Email Advertisement Rate Sheet



ORA's exclusive email advertising opportunity where you can directly reach our restaurant membership in our monthly membership e-newsletter, *À la Carte*. With an average open rate of 35%, reach a larger audience with your ad! Take advantage of this great opportunity to debut a new product, highlight a service, or gain more exposure for your company! Choose the ad and rate that works for you! *As of 2023, no more than 2 banner ads per A la Carte issue.*

For more information contact Jorie Gorman, Director, Marketing & Technology at [jorie@oklahomahospitality.com](mailto:jorie@oklahomahospitality.com)

## SPONSORSHIP

### Exclusive A la Carte Partnership

Be an exclusive sponsor of ORA's monthly membership e-newsletter, *À la Carte*. Your logo will be featured at top of each *A la Carte* issue as the exclusive *A la Carte* sponsor. Contact Patti Coley, [patti@oklahomahospitality.com](mailto:patti@oklahomahospitality.com), for more information.

- **For All A la Carte Issues (12):** \$4,000

### Example



Presented By 

## ADVERTISEMENT

### Large Banner Ad - 700x260px

A Large Banner Ad, at 700x260 pixels, will be placed in the middle or at the end of the *A la Carte* issue.

- **Member:** \$250 per issue
- **Nonmember:** \$325 per issue

### Small Banner Ad - 700x130px

A Small Banner Ad, at 700x130 pixels, will be placed in the middle or at the end of the *A la Carte* issue.

- **Member:** \$150 per issue
- **Nonmember:** \$275 per issue

## Specs

JPEG & PNG are the requested format for your logo or ad.

## Schedule

*A la Carte* issues are sent once a month. Art must be received the Friday before your advertisement is scheduled to be in.

## DISCLAIMER

*The ORA reserves the right to adjust dates to A la Carte publications as needed. We will notify client if date of publication is changed. The ORA also reserves the right to edit, change or reject ads.*

Rates as of 11/19/2024