



Media Kit



ASSOCIATION
RESTAURATION
QUÉBEC

BECOME A MEMBER AND TALK DIRECTLY TO DECISION-MAKERS IN THE RESTAURANT INDUSTRY!

+
5 650
MEMBERS

51%
with capacity
of up to 100 patrons



64%
male
36%
female

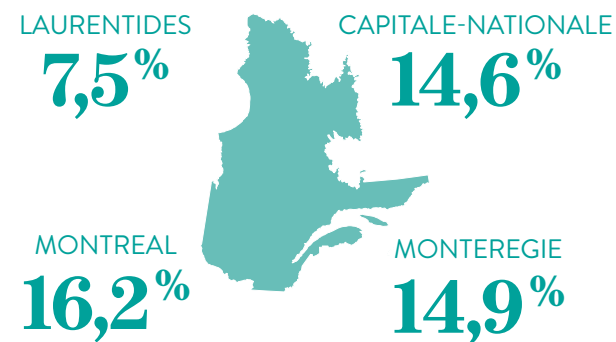
60%
aged 35-45

ARQ members
sales in 2018:

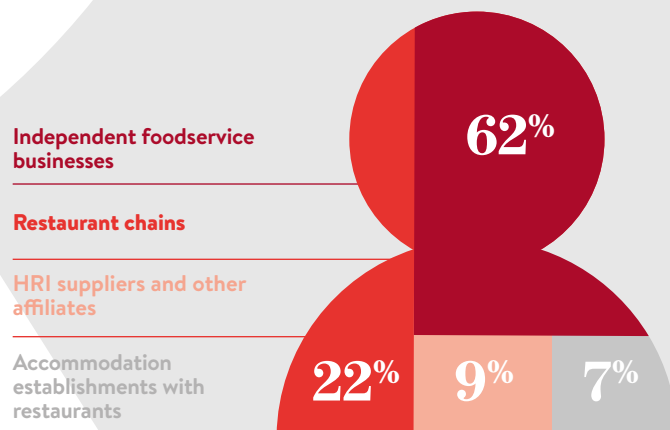
\$6 billion

100,000
employees
(50 % of Quebec's total
restaurant industry workforce)

REGIONS



ARQ MEMBERS



« L'un des dossiers les plus discutés, outre l'interdiction des plastiques, bouteilles de vin, de spiritueux et d'eau. »

2020-2021 PRODUCTION CALENDAR

5,100
COPIES*.
DISTRIBUTED
6 TIMES A YEARS

	ISSUE	CLOSING DATE	AD SUBMISSION DEADLINE	RELEASE DATE
Vol.27, N°1	January 2020**	November 20, 2019	November 27, 2019	January 15, 2020
Vol.27, N°2	March 2020	January 22, 2020	January 29, 2020	March 11, 2020
Vol.27, N°3	May 2020*	March 19, 2020	March 26, 2020	May 13, 2020
Vol.27, N°4	Summer 2020	May 13, 2020	May 20, 2020	June 30, 2020
Vol.27, N°5	September 2020*	July 15, 2020	August 5, 2020	September 9, 2020
Vol.27, N°6	November 2020	September 9, 2020	September 16, 2020	October 31, 2020
Vol.28, N°1	January 2021	November 18, 2020	November 25, 2020	January 13, 2021

DINING ROOM EQUIPMENT SPECIAL

BIG DATA SPECIAL

* Circulation will be larger for select issues (members and non-members)

** Circulation for the January issue is 10,000 copies (members and non-members)

* Issue with a circulation of 8,000 copies

— Preferential rates with an exposure agreement

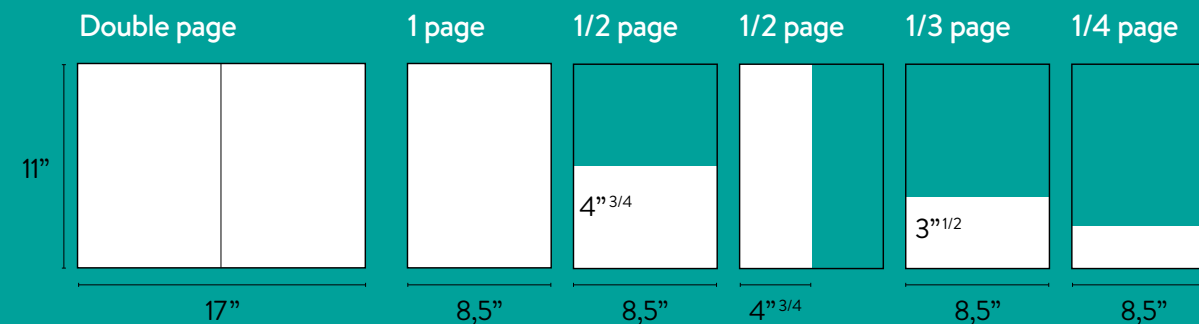
	5 100 COPIES	8 000 COPIES	10 000 COPIES
Double page	\$4,175	\$5,730	\$6,290
1 page	\$2,465	\$3,375	\$3,705
Cover 2	\$3,050	\$4,155	\$4,575
Cover 3	\$2,775	\$3,780	\$4,150
Cover 4	\$3,300	\$4,510	\$4,955
1/2 page	\$1,500	\$2,050	\$2,255
1/3 page	\$1,095	\$1,500	\$1,645
1/4 page	\$710	\$970	\$1,060
Insert* 1 sheet 8"1/2 x 11"	\$1,690	\$2,530	\$2,780

→ Insertion in the special section of thematic issues: + 25%

→ False cover 1/2 page : \$3,500

20%
DISCOUNT FOR ARQ MEMBERS
(except covers)

*Other ad formats are available.



IMPORTANT:
Supply a high resolution PDF with crop marks and 1/8" bleed.

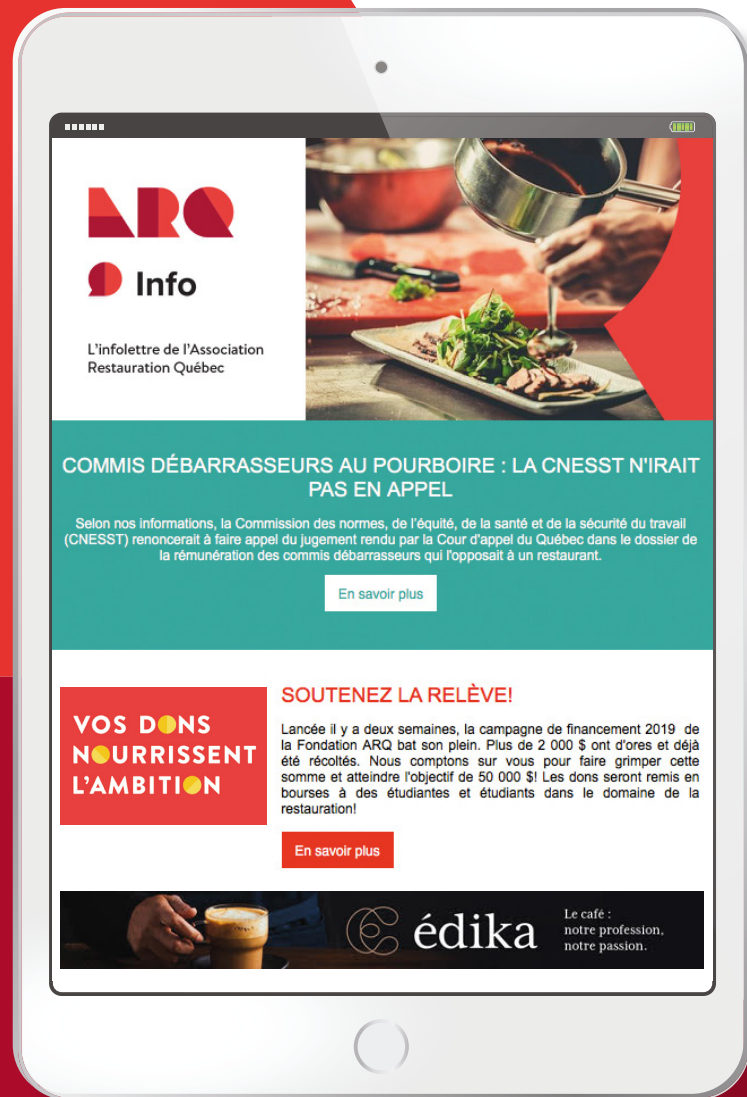
CONDITIONS

- Advertisers accept full responsibility for the contents (text, graphics, etc.) of the ads published in ARQ Info.
- All ads are subject to the publisher's approval.
- The publisher will not be held responsible in the event that an ad cannot be published.
- Ads cancelled past the closing date will be charged as if published.
- If an advertiser doesn't use his reserved space entirely, he will not be entitled to full volume discounts, and the applicable rate for the space used will be charged by the publisher.
- For ARQ members: The advertiser agrees to book the advertising space in writing (order form, insertion order) before the closing date.
- All ads are payable "net" on receipt of the invoice and proof of publication.
- For non-members: The booking must be accompanied by a payment of 50% of the applicable rate. The 2nd payment is payable "net" on receipt of the invoice and proof of publication.

AD SPECIFICATIONS

Here are the publisher's specifications for all materials or designs submitted:

- Ads must be submitted in the format and size specified by the media (see size specifications above).
- The advertiser accepts full responsibility for the quality of all materials and scanned images submitted.
- Software: Files must be high-resolution PDFs with bleed and cut marks, especially for a full page ad.
- Email submittals: Images can be compressed very efficiently in .tif or .jpg (using the maximum quality setting).
- Media: Email, WeTransfer.



— *Preferential rates with an exposure agreement*

EMAIL OPEN RATES:
+40%

THE ARQ NEWSLETTER

summarizes recent news in the industry and is sent out to members every two weeks (except in January and August).

	MAILOUTS MEMBERS (4,000+ EMAILS)	MAILOUTS MEMBERS AND NON-MEMBERS (8,000+ EMAILS)
BANNER	\$870	\$1,310
ADVERTORIAL	\$1,170	\$1,710
BANNER + ADVERTORIAL	\$1,630	\$2,360

— *Sent out to members every two weeks*

20%
DISCOUNT FOR ARQ MEMBERS

TECHNICAL SPECIFICATIONS:

- Format: 600 x 73 pixels (horizontal)
- Save as: JPG
- Maximum file size: 100 KB

NON-MEMBERS ARQ INFO EXPRESS MAILOUT SCHEDULE

MARCH 19 2020	JUNE 18 2020
SEPTEMBER 17 2020	NOVEMBER 19 2020



— For targeted clientele

USE EMAIL TO SHOWCASE YOUR PRODUCTS AND SERVICES TO YOUR TARGET CLIENTELE!

	EMAIL WITH PROMOTIONAL OFFER	EMAIL WITHOUT PROMOTIONAL OFFER
TARGETED MAILOUT	\$610 + \$0.25/mailout	\$730 + \$0.30/mailout
FOR ALL MEMBERS	\$1,705	\$2,040

EMAIL OPEN RATES:

37%

IMPORTANT :

provide us with your materials 5 business days before mailout

20%

DISCOUNT FOR ARQ MEMBERS

TERMS AND CONDITIONS:

- The advertiser agrees to return, at the latest on the date mentioned on the booking voucher, the contents of the promotional message clearly presented in the space reserved for this purpose.
- All ads are payable "net" on receipt of the invoice.
- Advertisers accept full responsibility for the contents (text, visuals, etc.) of published ads.
- All ads are subject to the approval of the ARQ.
- The ARQ shall not be held responsible in the event that an ad cannot be published.
- Ads cancelled two weeks or less prior to the mailout date will be charged as if published.
- Guarantee is given to the advertiser that he will be the only supplier able to mail out an ad to the targeted clients on the chosen week.
- Maximum of 3 mailouts a year per advertiser.

TECHNICAL SPECIFICATION:

Format: 600 x 73 pixels.
(Save as: JPG or HTML)

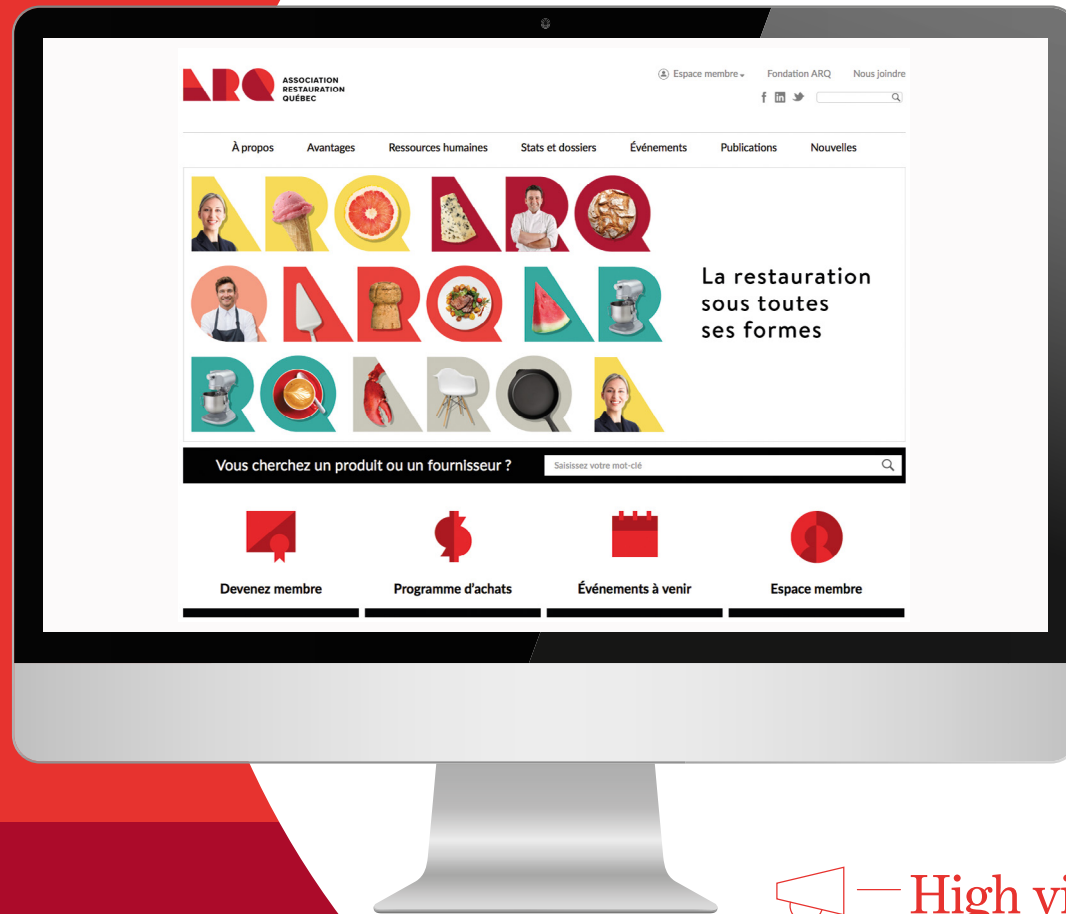
RESTAURATION.ORG

is an essential site for every professional in the HRI sector.

300 X 250 PIXELS ON EACH PAGE	COST PER THOUSAND COPIES
POSITION 1	\$105
POSITION 2	\$95

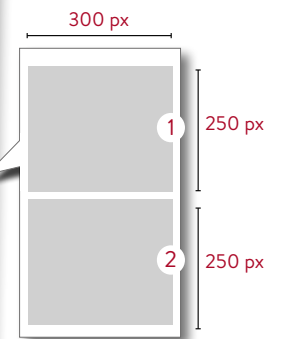
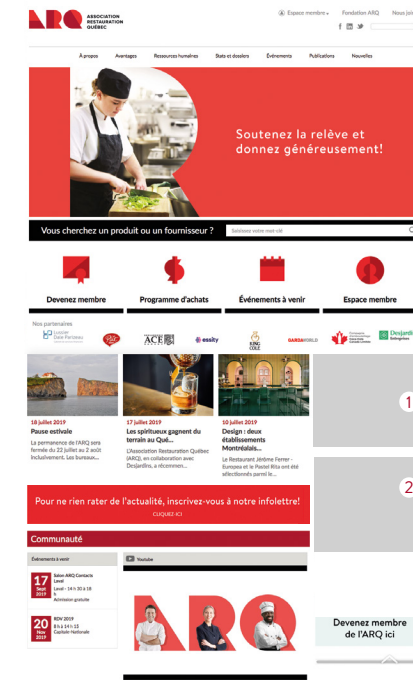
+ 95 000
yearly visits
+ 210 000
webpages seen

20%
DISCOUNT FOR
ARQ MEMBERS



— High visibility
guaranteed

— Historic
record of
5,000
impressions/month





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