

ARQ INFO

YOUR LINK WITH RESTAURANTS!



Rate Card No. 100

The magazine of the Association des restaurateurs du Québec
Circulation 4,500



THE **MAGAZINE** OF CHOICE TO REACH THE DECISION-MAKERS OF QUEBEC'S RESTAURANT INDUSTRY!

Reader Profile:

Regions		Restaurant category	
- Montréal	36 %	- Independent	72 %
- Québec	18 %	- Franchise	28 %
- Other	46 %		
Average bill amount		Seating capacity	
- \$9 or less	30 %	- 100 or less	56 %
- \$10 to 20	48 %	- 101 to 199	28 %
- \$20 to \$30	9 %	- 200 or more	16 %
- \$30 or more	14 %		
Yearly sales		Position held : Owner, Partner, President, Vice-President, Dept. Manager, Exec. Manager, Manager, Asst Manager	
- \$500,000 or less	44 %		
- \$500,000 to \$999,999	30 %		
- \$1,000,000 or over	26 %		

ARQ members employ more than 80,000 people (approximately 60% of the total Quebec restaurant industry workforce) and grossed near 5 billion dollars in 2008.

Reserve your advertising space
now by calling one of our representatives at
514 527-9801 or
toll free at **1 800 463-4237**.



**ARQ INFO, A STRATEGIC
MEANS OF ADVERTISING
FOR YOUR PRODUCTS
AND SERVICES**

Six issues per year distributed exclusively to ARQ members



2010/11 INSERTION SCHEDULE

	Issue	Closing Date	Publication Date
Vol. 17 Issue 1	January 2010	November 13	January 8, 2010
Vol. 17 Issue 2	March	January 29	March 5
Vol. 17 Issue 3	May	April 2	May 7
Vol. 17 Issue 4	Summer	May 28	July 2
Vol. 17 Issue 5	September	August 13	September 17
Vol. 17 Issue 6	November	September 17	October 22
Vol. 18 Issue 1	January 2011	November 12	January 7, 2011

General Advertisement		1 X	2 X	3 X	4 X	5 X
Double page	17 X 11	\$3,345	\$3,190	\$3,040	\$2,875	\$2,720
1 page	8 ^{1/2} X 11	\$1,975	\$1,885	\$1,790	\$1,690	\$1,590
Cover 2	8 ^{1/2} X 11	\$2,420	\$2,295	\$2,175	\$2,055	\$1,930
Cover 3	8 ^{1/2} X 11	\$2,190	\$2,090	\$1,960	\$1,865	\$1,655
Cover 4	8 ^{1/2} X 11	\$2,630	\$2,485	\$2,365	\$2,220	\$2,100
1/2 page (horizontal)	7 ^{1/2} X 4 ^{3/4}	\$1,200	\$1,130	\$1,080	\$1,000	\$955
1/2 page (vertical)	4 X 10 ^{1/2}	\$1,200	\$1,130	\$1,080	\$1,000	\$955
1/3 page (horizontal)	7 ^{3/4} X 3 ^{1/2}	\$880	\$840	\$795	\$750	\$705
1/3 page (vertical)	2 ^{5/8} X 10 ^{1/2}	\$880	\$840	\$795	\$750	\$705
1/4 page (horizontal)	7 ^{1/2} X 2 ^{1/2}	\$565	\$540	\$515	\$495	\$465
1/4 page (vertical)	2 ^{1/8} X 10 ^{1/2}	\$565	\$540	\$515	\$495	\$465

TAX EXCLUDED

Insert		1 X	2 X	3 X	4 X	5 X
1 sheet	8 ^{1/2} X 11	\$1,265	\$1,205	\$1,140	\$1,085	\$1,025

TAX EXCLUDED

Other formats available on request

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 after the closing date will be invoiced 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 invoiced by the publisher.

RESERVATION AND PAYMENT TERMS

For ARQ members:

- The advertiser agrees to reserve 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 reservation must be accompanied by a payment equal to 50% of the applicable rate. The 2nd payment is payable "net" on receipt of the invoice and proof of publication.

Payments should be made to the publisher:

Association des restaurateurs du Québec
 6880, Louis-H.-La Fontaine, Montréal (Québec) H1M 2T2
 Telephone : 514 527-9801 ou sans frais : 1 800 463-4237
 Fax: 514 527-3066 • Email: respub@arqc.qc.ca
 Website: www.restaurateurs.ca

AD SPECIFICATIONS

Here are the publisher's specifications for all materials or designs submitted (MacIntosh only):

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 as well as for the choice of colours (some Pantone colours cannot be perfectly reproduced in process printing and must be converted into CMYK). Fonts to be used must be supplied, including those in Illustrator files (Leps). DO NOT USE "TRUE TYPE" FONTS. A colour proof or electronic copy (in .pdf format) of the materials must be supplied as a reference for accuracy checking purposes.

Software: QuarkXpress Passport • Illustrator CS3 • Photoshop CS3 • InDesign CS3

Images:

Dot gain: 20% UCR
 Screen ruling: 150 lpi, 280% total density with a single solid colour (N 90%, CMY 280%)
 Scanned images: Images must be submitted in .jpg or .eps format (NOT in a Word file), with 300 dpi resolution and 150 lpi, as well as in the desired final format.
 Digital camera pictures: Pictures must be submitted in .jpg or .eps format and, for appropriate image quality, be up to 4 times larger than the desired final format.
 E-mail submittals: Images can be compressed very efficiently in .tif or .jpg (using the maximum quality setting).

MAXIMUM CAPACITY IS ABOUT 4 MB PER MESSAGE.

FILE TRANSFER SERVICE ON REQUEST OR PDF HR.

Email: respub@arqc.qc.ca

Rate card in effect as of January 1, 2010. Rates subject to change without prior notice.

Material supplied by the client.

Guaranteed position:
 Applicable rate plus 50%

Commissions and discounts (on general advertisement and insert rates only):

- **20 %** discount for ARQ members
- **15 %** commission for recognized advertising agencies



INFO-SERVICE (CLASSIFIED ADS)

25 words	\$140
Each extra word	\$1,60

1 word = 5 keystrokes
 Maximum 100 words • Limited space

TAX EXCLUDED