



Le Privilège

NEW ITEMS TO PROMOTE? PRODUCTS TO SELL OFF?

Advertise them in
Le Privilège ARQ

LE PRIVILÈGE ARQ IS:

- A **UNIQUE** opportunity to showcase your products or services to restaurant industry owners or managers.
- A **DIRECT** link to HRI sector decision-makers.
- A **QUICK** and **EFFICIENT** way to reach your target clientele.
- A **PROMOTIONAL** message featuring a discount or rebate.
- A guarantee that you will be the **ONLY** supplier with a fax and email advertisement on the Monday you reserve.
- A **FLEXIBLE** service that allows advertisers to target a specific clientele based on certain criteria.

DO IT NOW!

Reserve your **MONDAYS**
right away by calling
your representative at
514 527-9801
or **1 800 463-4237.**



Association des restaurateurs du Québec
6880 Louis-H.-Lafontaine, Montréal, Québec H1M 2T2
Telephone: 514-527-9801 • Toll free: 1 800 463-4237
Fax: 514 527-3066 • Email: respub@arqc.qc.ca
Website: www.restaurateurs.ca

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RATE SCHEDULE

BASE RATES

	MEMBER	NON-MEMBER
Cost per mailout*	\$0.30	\$0.35
Mailout to restaurateurs (minimum circulation 2,400)	\$550	\$675
Restaurateurs and suppliers (minimum circulation 2,700)	\$625	\$750

SPECIAL RATES**

	MEMBER	NON-MEMBER
Cost per mailout***	N/A	N/A
Mailout to restaurateurs	\$650	\$755
Restaurateurs and suppliers	\$725	\$850

Tax not included.

* A minimum cost of \$50 will be applied to all mailouts with a circulation under 250.

** A higher rate is applied to mailouts on the two Mondays preceding Valentine's Day, Easter and Mothers' Day as well as the four Mondays preceding Christmas.

*** Base rates are not available for mailouts on the weeks mentioned above. Only mailouts to all members are accepted.

Terms and conditions:

- The advertiser agrees to return, at the latest on the date mentioned on the reservation voucher, the contents of the promotional message clearly presented in the space reserved for that purpose.
- The ad must be of a promotional nature and announce an exclusive privilege for ARQ members.
- All ads are payable "net" on receipt of the invoice.
- The advertiser accepts full responsibility for ad contents (text, visuals, etc.).
- All ads are subject to the approval of the ARQ.
- The ARQ does not assume responsibility if an ad cannot be published.
- Ads cancelled two weeks 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 three mailouts a year per advertiser.



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