Association des restaurateurs du Québec

MEDIA KIT
2017-2018

ARQ INFO magazine

YOUR LINK WITH RESTAURANTS

The magazine of **CHOICE** to reach **DECISION-MAKERS** in **QUEBEC´s** restaurant industry!

READER PROFILE:	
REGION	**%**
Montréal	34%
Québec	18%
Other	48%

AVERAGE BILL PER CLIENT	
Less than $10	30%
$10 to $20	48%
$20 to $30	9%
More than $30	14%

YEARLY SALES	
$500,000 or less	42%
$500,000 to $900,000	30%
$1,000,000 or more	28%

RESTAURANT CATEGORY	
Independent	70%
Franchise	30%

CAPACITY	
100 or less	54%
101 to 199	29%
200 or more	17%

Readers of ARQ Info mainly hold the following positions: owner, partner, department manager, manager, assistant manager and supervisor.

New design

Satisfaction rate **94%**

ARQ members employ more than **100,000 people** *(approximately 50% of the restaurant industry's overall workforce in Quebec)* and grossed close to **$6 billion** in sales in **2016.**

The magazine is distributed, **6 times a year** exclusively to **our members** with a circulation of 5,000 copies*.

** Some issues are distributed with a larger circulation range (members + non-members).*

PRODUCTION CALENDAR 2017-2018

	ISSUE	CLOSING DATE	AD SUBMISSION DEADLINE	RELEASE DATE
VOL. 24, Nº 1	January 2017 ⊕⊕	November 23, 2016	November 30, 2016	January 18, 2017
VOL. 24, Nº 2	March 2017	January 25, 2017	February 1st, 2017	March 8, 2017
VOL. 24, Nº 3	May 2017 ⊕ SPECIAL New technologies	March 22, 2017	March 29, 2017	May 10, 2017
VOL. 24, Nº 4	Summer 2017	May 10, 2017	May 17, 2017	June 21, 2017
VOL. 24, Nº 5	September 2017 ⊕ SPECIAL Hot beverages	July 21, 2017	August 9, 2017	September 13, 2017
VOL. 24, Nº 6	November 2017	September 13, 2017	September 20, 2017	November 1st, 2017
VOL. 25, Nº 1	January 2018	November 22, 2017	November 29,2017	January 17, 2018

⊕⊕ *January issue is distributed with a circulation of 10,000 copies.*
⊕ *Circulation of 8,000 copies.*

20% DISCOUNT FOR ARQ MEMBERS (except covers)

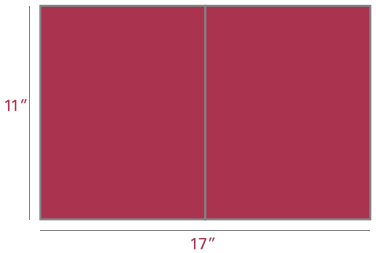
RATE CARD

NUMBER OF ISSUES	1X 5,000 copies	1X 8,000 copies	1X 10,000 copies	2X 5 000 copies	3X 5 000 copies	4X and MORE
DOUBLE PAGE	$3,900	$5,350	$5,870	$3,735	$3,560	Enjoy special rates with an exposure agreement. Contact your representative for details.
1 PAGE	$2,300	$3,150	$3,455	$2,205	$2,100	
COVER 2	$2,845	$3,880	$4,265	$2,695	$2,545	
COVER 3	$2,585	$3,525	$3,875	$2,445	$2,290	
COVER 4	$3,080	$4,210	$4,625	$2,910	$2,770	
1/2 PAGE	$1,400	$1,915	$2,100	$1,330	$1,260	
1/3 PAGE	$1,025	$1,400	$1,540	$985	$930	
1/4 PAGE	$660	$900	$990	$635	$605	

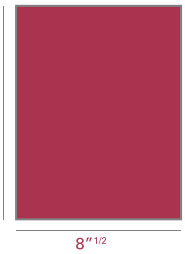
INSERTION IN THE SPECIAL SECTION OF THEMATIC ISSUES:	+ 15%
FALSE COVER ½ PAGE:	$5,585
FALSE COVER FULL PAGE:	$7,565

INSERT	1X 5,000 copies	1X 8,000 copies	1X 10,000 copies	2X and MORE
1 SHEET 8 1/2 X11 *Other insert formats possible.*	$1,465	$1,995	$2,195	Enjoy special rates with an exposure agreement.

DOUBLE PAGE



1 PAGE



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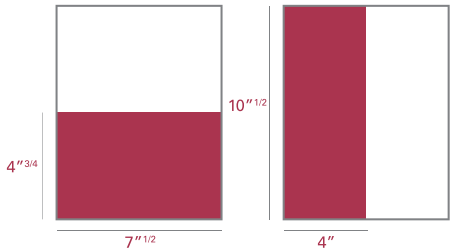

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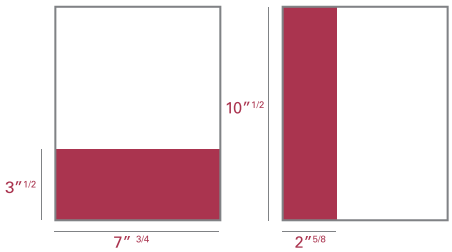

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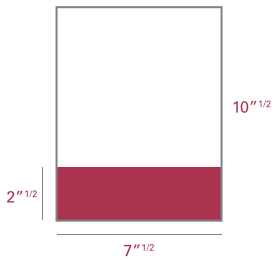


IMPORTANT

Preferably a **high resolution PDF** with 1/8″ bleed and crop marks.

In the absence of a bleed, we will need to scale down your image and leave a white margin all around.

SMALL ADS	
25 WORDS	$160
EACH EXTRA WORD	$1.80
1 WORD	5 strokes
MAXIMUM	100 words (limited space)
OTHER FORMAT OR INSERTION	Rates provided on request
GUARANTEED POSITION	Applicable rate plus 50%

NOTICE OF APPOINTMENT

PICTURE + 80 WORDS TEXT: **$520**

Tax is excluded on all rates shown.
Current rates are valid until september 30, 2017.

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.

Booking and Payment Terms

- 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 (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.
- **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.

Email: respub@arqc.qc.ca

Payments shall be made to the publisher:

Association des restaurateurs du Québec

6880, Louis-H-La Fontaine,
Montreal (Québec) H1M 2T2
Telephone: **514 527-9801**
toll free: **1 800 463-4237**
Fax: **514 527-3066**
Email: respub@arqc.qc.ca
www.restaurateurs.ca

NEWSLETTER

USE THE ARQ'S MONTHLY E-BLAST TO GET IN THE SPOTLIGHT!

ARQ INFO express

A **NEWSLETTER** is sent out every month (except January and August).

Reach more than **7,800*** **HRI-SECTOR RESTAURATEURS** and **suppliers** in a single **mailout**.

* mailout to members and non-members

New design

RATES

	ARQ SUPPLIER MEMBER	NON ARQ SUPPLIER MEMBER
1 ISSUE	$655	$825
2 ISSUE	$605	$755

Tax is excluded on all rates shown.
Current rates are valid until september 30, 2017.

NEWSLETTER

73 px

73 px

600 px

TECHNICAL SPECIFICATIONS

REQUIRED FORMAT	600 x 73 pixels (horizontal)
SAVE AS	.jpg
MAXIMUM FILE SIZE	100 ko
POSITIONING	4 positions possible (based on availability) Hypertext link included

NON-MEMBERS NEWSLETTER MAILOUT SCHEDULE

MARCH 2017 | JUNE 2017 | SEPTEMBER 2017 | NOVEMBER 2017

1 issue (ARQ Info express member and non-member) : $995

Open rates: +50%

INFOMERCIAL

USE THE ARQ'S NEWSLETTER TO SHOWCASE YOUR PRODUCTS AND SERVICES IN A CONTENT PIECE.

	ARQ SUPPLIER MEMBER	NON ARQ SUPPLIER MEMBER
INFOMERCIAL	$800	$995
INFOMERCIAL + BANNER	$1,100	$1,375

Contact your representative for more details at:
514 527-9801 or toll free at **1 800 463-4237**

ARQ INFO promo

E-Blast

YOU HAVE NEW ITEMS TO PROMOTE OR EXCESS INVENTORY TO SELL OFF?

SPREAD THE WORD THROUGH *ARQ INFO* PROMO

ARQ INFO PROMO IS:

- A unique opportunity to showcase your products and services to more than 3,700 restaurant industry owners and managers.
- A direct link with HRI sector decision-makers.
- A quick and efficient way to reach your target clientele.
- A promotional message featuring a discount.
- A guarantee that you will be the only supplier with an email advertising on the Monday booked.
- A flexible service that allows advertisers to target a desired clientele based on specific criteria.

37% Average open rates

SENT EVERY MONDAY!

RATES

BASE RATES	ARQ SUPPLIER MEMBER	NON ARQ SUPPLIER MEMBER
TARGETED REGONIAL MAILOUT	$420 + $0,20/mailout	$510 + 0,25/mailout
MAILOUT TO ALL RESTAURATEURS	$995	$1,250

E-BLAST WITHOUT PROMOTION : + 10 %

$$$ E-Blast source file available (contact your representative).

Tax is excluded on all rates shown. Current rates are valid until september 30, 2017.

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.
- 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.
- 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.

Contact your representative for more details at:
514 527-9801 or toll free at **1 800 463-4237**

WWW.RESTAURATEURS.CA

YOUR LINK WITH THE RESTAURANT MARKET IN A SINGLE CLICK!

This interactive site is **UPDATED DAILY** and virtually all of its informational contents **ARE REFERENCED.**

An **ADVERTISING MEDIUM** that comes up to your expectations, giving you unprecedented **VISIBILITY** with thousands of restaurateurs **THROUGHOUT QUEBEC!**

It is visited by more than **85,000 INTERNET USERS** every year, making it a showcase of choice for your products and services.

TARIFS

FORFAIT DE BASE		MEMBRE FOURNISSEUR ARQ CPM*	NON-MEMBRE FOURNISSEUR CPM*
600 X 73 PIXELS *Some pages only***		$71	$89
300 X 250 PIXELS *All pages*	Position 1	$76	$95
	Position 2	$68	$85
	Position 3	$68	$85

HISTORIC RECORD OF 5,000 IMPRESSIONS/ MONTH

GUARANTEED VISIBIITY

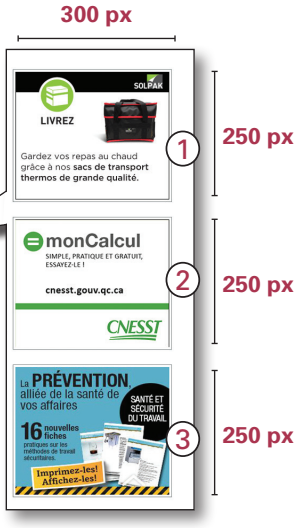
* *CPM ; Cost Per Mil.*
Minimum purchase: 2,500 impressions (2 weeks average display on website).

** News, News flow, *ARQ Info* Express, ARQ media monitoring, News and Special offers of the ARQ's Purchase Programm.

TECHNICAL SPECIFICATIONS

OTHER FORMATS	Offered on request
SAVE AS	.gif, .jpg ou .png
MAXIMUM FILE SIZE	100 ko
ATED BANNER	Maximum 3 pictures
POSITIONING	3 positions possible (based on availability) Hypertext link included Maximum of 5 advertisers in rotation per position.

ADVERTISING BANNER SET-UP	$195
REQUIRED MATERIAL	Texts and pictures mounted oncomputer media support.
ADVERTISING BANNER MODIFICATIONS	95 $



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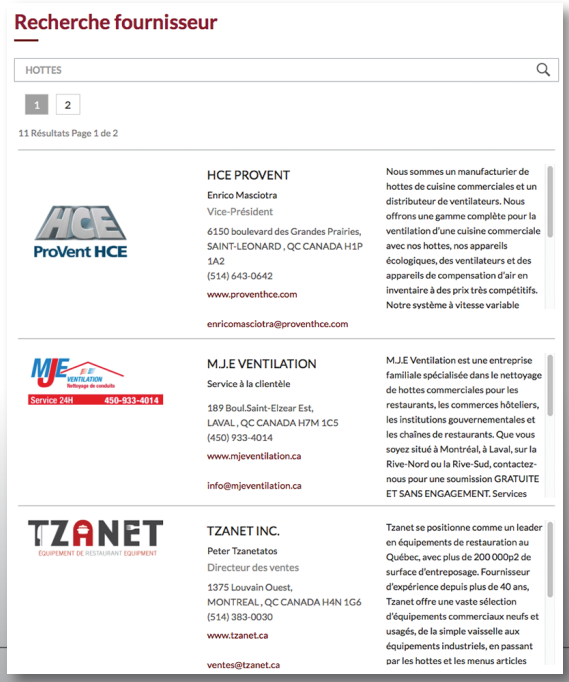
SUPPLIER DIRECTORY

SUPPLIER MEMBERS OF THE ARQ, GET INTO THE SPOTLIGHT NOW!

A directory entirely devoted to supplier **MEMBERS OF THE ARQ**.

Accessible from the home page **IN A SINGLE CLICK**.

SEARCHABLE USING VARIOUS CRITERIA: supplier name, category, product or service.



RATES

	DESCRIPTION	$
Package	A description of your service offer (max.100 words)* Your logo displayed on search results page, to the right of your company name*	$80/year

** The supplier is responsible for providing the ARQ with the service offer description, logo and/or ad.*

WWW.RESTAURATEURS.CA

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SALONS ARQ CONTACTS

BE A COLLABORATOR IN THE *SALONS ARQ CONTACTS* REGIONAL TOUR PROGRAM.

SALONS ARQ CONTACTS

- Meet your clientele throughout Quebec as part of a unique activity designed to fulfill its every need.
- Showcase your products and services in the exhibition area.

RATES

	DESCRIPTION	$
MAJOR COLLABORATOR	As well as showcasing your products and services in the exhibition area, you will enjoy an exclusive opportunity to introduce your business to participants in attendance.	$1,300
ACTIVE COLLABORATOR	Showcase your products and services in the exhibition area.	$900

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Salon ARQ Contacts
February 21, 2017: Lanaudière

Salon ARQ Contacts
June 6, 2017: Gaspésie and Magdalen Islands

Salon ARQ Contacts
September 12, 2017: Chaudières-Appalaches

Salon ARQ Contacts
November 14, 2017: Mauricie (Rendez-vous 2017)

Other sponsorship and visibility opportunities are also offered at ARQ events.

Contact your representative for more details at:
514 527-9801 or toll free at **1 800 463-4237**

Association des restaurateurs du Québec

The mission of the Association des restaurateurs du Québec (ARQ) is to provide member restaurateurs throughout Quebec with comprehemsive information, training, discount, insurance and advocacy services.

Association des restaurateurs du Québec

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