

Restaurant & Catering



Partnership & Advertising 2020



magazine.rca.asn.au

Updated - 30 June 2020



Restaurant
& Catering
MEDIA KIT 2020

About

The Restaurant & Catering Association represents the interests of the Australian restaurant and catering industry, consisting of 47,518 Cafes, Restaurants and Catering businesses, employing 358,715 people and contributing \$37 billion annually to the national economy.

As the sole voice that speaks on behalf and directly to the industry, R&CA proudly engages an active audience, our members and corporate partners to support and grow the industry as well as the many Restaurant, Café & Catering businesses Australia wide.

We offer a range of options to partner, engage and leverage the strong and direct connection the association enjoys with members and key industry decision makers.

Opportunities to engage with us include:

- National Partnerships
- Database Direct Marketing Campaigns
- Digital Advertising Campaigns (Weekly Newsletter & Website)
- Social Media Campaigns
- Webinars
- Restaurant & Catering Guides





National Partnerships

Partnering with the Restaurant and Catering Association (R&CA)

... opens the door to communicating to the industry through a trusted source across a range of platforms, and via strategic projects and initiatives. Communication channels evolve based on audience preference and include digital, socials, events and business meetings including face to face.

Value Channels for Partners

R&CA can help influence the industry for our partners through benefits across different areas:

**BRAND
PARTNERSHIP**

**MARCOMMS incl
EDUCATION**

**LOCAL
CONNECTIONS**

**INDUSTRY
REPRESENTATION**

**AWARDS FOR
EXCELLENCE**

R&CA understands that each business partner has specific and different needs and we remain flexible to tailor a package to suit. Higher levels of investment earn more strategic support and campaigns around digital media and advertising rather than tactical placements for example.



Partnership Tiers

Sponsorships	Annual Investment
Diamond (Exclusive, multi-year agreement)	From \$150,000 + GST
Platinum (Not exclusive)	From \$75,000 + GST
Gold (Not exclusive)	From \$30,000 + GST
Silver (Not exclusive)	From \$10,000 + GST

All Sponsorships	Silver	Gold	Platinum
Branding and use of IP	Opportunities for embedding the partnership in R&CA + Partners comms. Listing in services directory and discounted rates for additional advertising		
Advertising in Digital comms – refer to R&CA Media Kit	10 placements \$3,800 value	24 placements \$11,550 value	42 placements \$20,800 value
Strategic consultation		Campaign-focussed comms.	Campaign-focussed comms.
Webinars – opportunity to engage with industry with engaging relevant information		1	3
	Key messages via MM communication to members and prospects		
Membership Management (MM) Team		Access to train and update via team meetings	Access to train and update via team meetings
			Focussed lead generation
AWARDS FOR EXCELLENCE (AFE)	Inclusion in extensive communications and category sponsorship which includes mention by Emcee, name on award presentation at each of the 7 events, half page ad in 7 souvenir programmes		
Tickets to AFE (across 7 events)	2	16	30
Full Page Ad in Souvenir programme			Full Colour, Full page
AFE Major Award Sponsorship			Includes opportunity for a speech
Policy, advocacy and industry wisdom	Policy and advocacy support on approval and subject to sponsorship level. Can include access to R&CA senior management.		

Website Advertising



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Roadblock
Full website roadblock including:
Leaderboard, both MRECs and
free side rails (valued at \$800)
\$1,500 per week ex GST

125 x 700 SIDE RAILS (2)
\$800 ex GST per week (for both)

728 x 90 LEADERBOARD
\$600 ex GST per week

300 x 250 MREC B
\$500 ex GST per week

SIDE RAILS

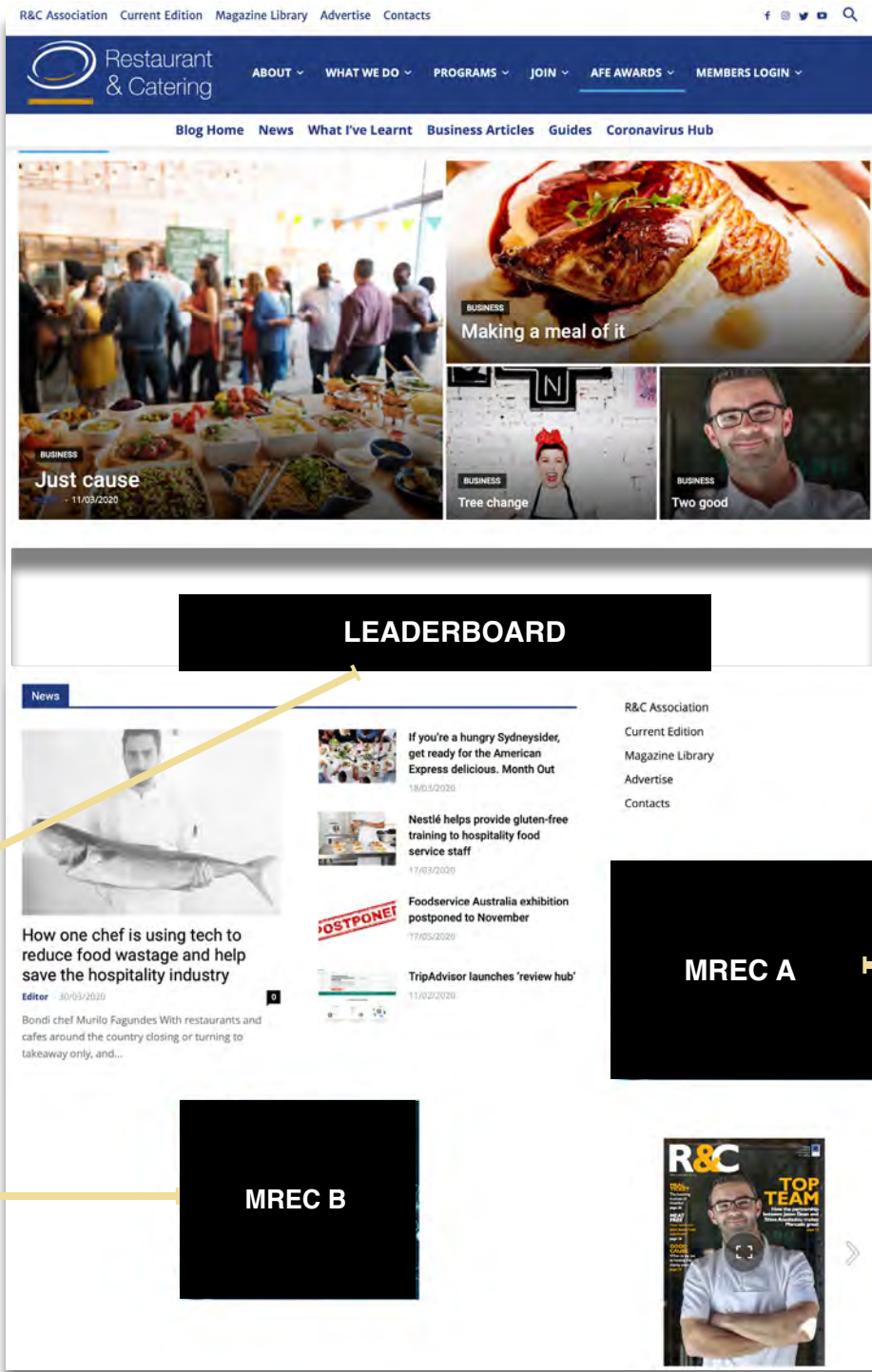
LEADERBOARD

MREC A

MREC B

SIDE RAILS

300 x 250 MREC A
\$500 ex GST per week



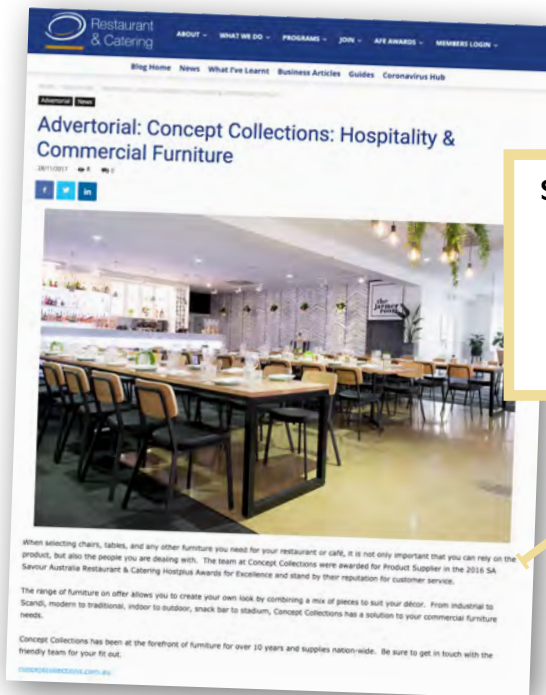
Weekly News Email

Our email newsletter is broadcast every week to more than 12,000 subscribers. The email features quality breaking news stories, new product releases and features.

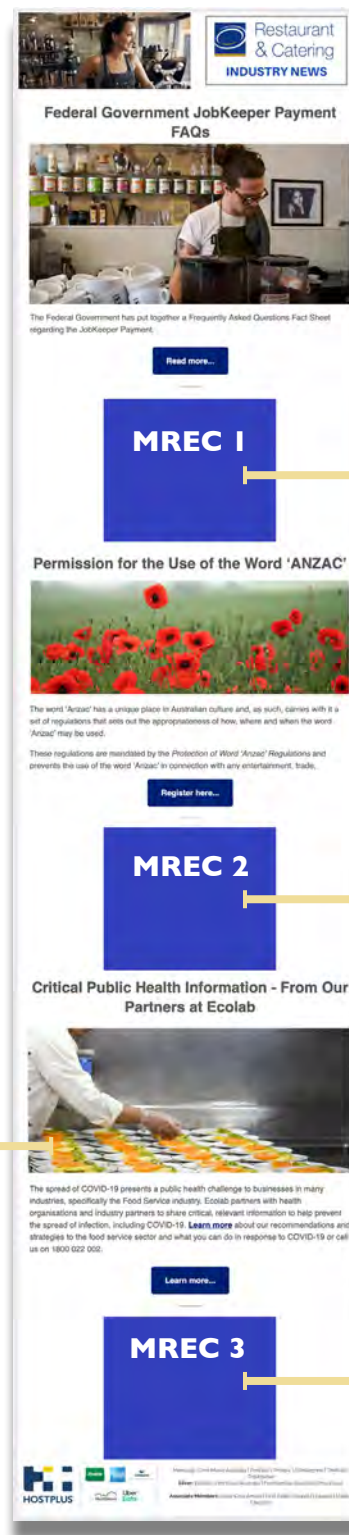
Open rates:

Open rate = 29.5%, click rate = 8.5%

(Industry av. are open 25.17% and click 2.79%)



Sponsored Content Article
 \$1,500 ex GST
 full article hosted on
 magazine.rca.asn.au website
 (500 words)



300 x 250 EMAIL MREC 1
 \$500 ex GST

300 x 250 EMAIL MREC 2
 \$450 ex GST

300 x 250 EMAIL MREC 3
 \$400 ex GST



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Solus Email

Broadcast on a Thursday to over 12,000 members and subscribers

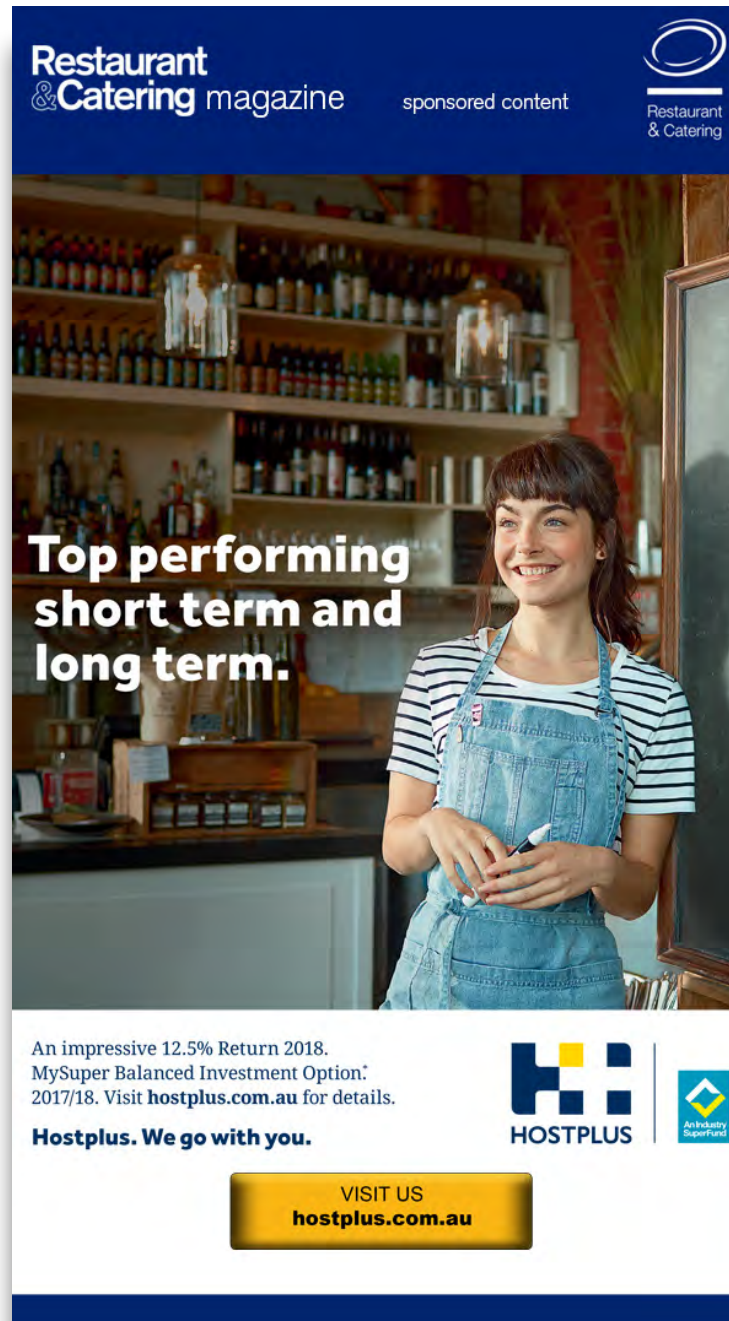
Solus EDM's give you the opportunity for your message to cut through with no other content competing for attention.

Link to your landing page and drive your campaign further.

Deadlines

Campaigns start at 10am on a Thursday
Material must be submitted by 4pm the Monday prior.

\$1,500 ex GST



Restaurant & Catering magazine sponsored content

Restaurant & Catering

Top performing short term and long term.

An impressive 12.5% Return 2018.
MySuper Balanced Investment Option.
2017/18. Visit hostplus.com.au for details.

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Restaurant & Catering Guides

Themed Guides

Each month we run a Product Guide, showcasing products and services around a particular theme.

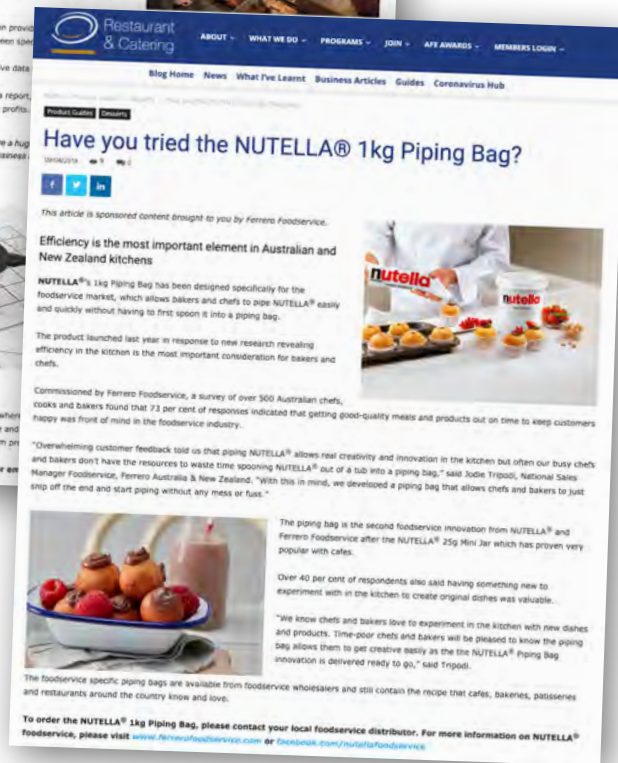
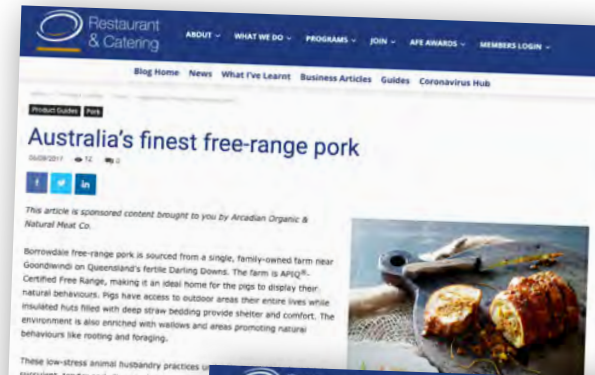
The Restaurant & Catering Guides give you the opportunity to educate readers about the benefits of your product with a advertorial content.

Guides are hosted on our website, giving you 12 months of online exposure. You can provide external links back to your site, video, and other digital content to leverage this opportunity as well as drive your own SEO and digital marketing.

Guides are promoted to our readers via email and on our social media channels.

Issue	Product Guide Theme
January	Mediterranean FS Recipes
February	Point of sale tech
March	Kitchen Equipment
April	Breakfast FS Recipes
May	Dessert FS Recipes
June	Fit Out Guide
July	Winter FS Recipes
August	Healthy FS Recipes
September	Fine Food Sydney
October	A Guide to FS Oils
November	Summer FS Recipes
December	Awards for Excellence

Rates
Product Guide \$1,200
All prices exclude GST



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Standard Advertising Rates

News Email	Rate
MREC 1	\$500
MREC 2	\$450
MREC 3	\$400
Advertorial + post on website	\$1,500
Website (per week)	Rate
Leaderboard	\$600
MRECA	\$500
MREC B	\$500
Side Rails	\$800
Roadblock (free siderails)	\$1,500
Solus EDM	Rate
Per Broadcast	\$1,500
Social Media Posts	Rate
Per post	\$400
Webinars	Rate
Branded/tailored Monthly Webinars	\$2,000
Guides	Rate
Themed Guide Advertorial	\$1,200

Please note:

- All prices are quoted exclusive of GST
- Quotes are valid for 30 days - Rates cannot be guaranteed and may be subject to change after 30 days
- The R&CA is a not-for-profit. All rates are already reduced to provide greater value to advertisers. As such, we do not apply for Agency Commissions.



Material Specs



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Themed Guides

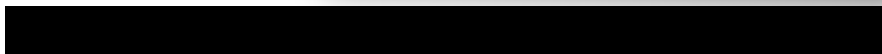
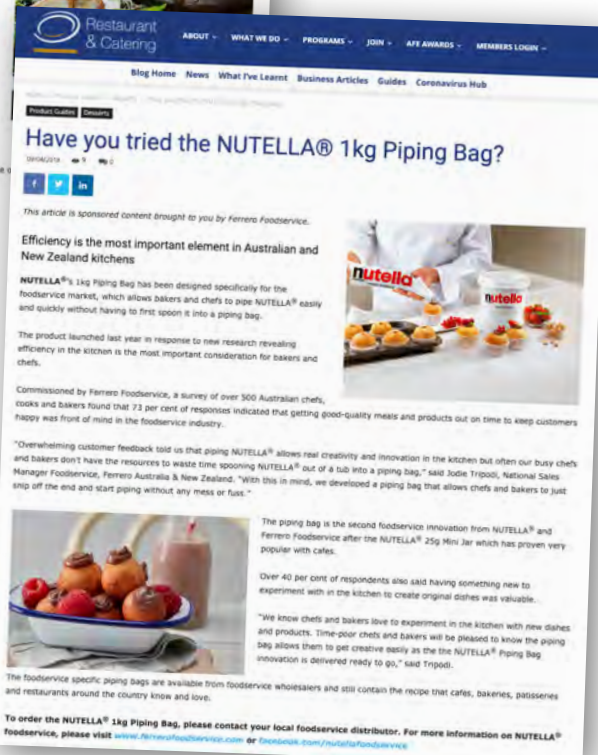
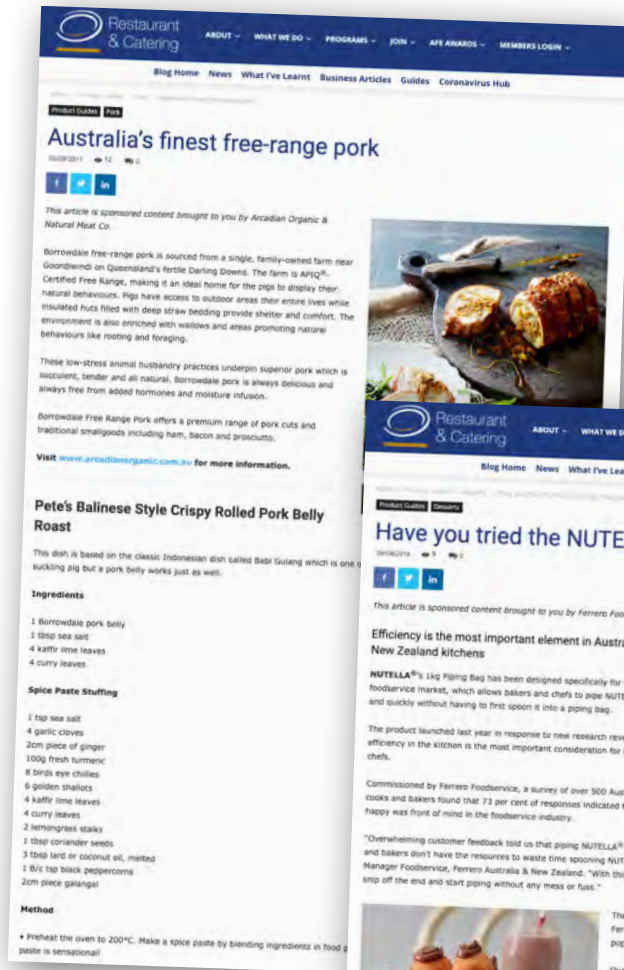
Please ask for our Content Production Guidelines if participating in our product guides.

Content needs to be supplied with 300-600 words of text, an image and if appropriate, a Food Service recipe.

Additional images and video content can also be included.

Deadlines:

Issue	Product Guide Theme	Booking	Content	Live
January	Mediterranean FS Recipes	Dec 18	Dec 20	Jan 13
February	Point of sale tech	Jan 15	Jan 24	Feb 10
March	Kitchen Equipment	Feb 12	Feb 21	Mar 9
April	Breakfast FS Recipes	Mar 18	Mar 27	Apr 13
May	Dessert FS Recipes	Apr 15	Apr 24	May 11
June	Fit Out Guide	May 13	May 22	Jun 8
July	Winter FS Recipes	Jun 17	Jun 19	Jul 13
August	Fine Food Sydney	Jul 13	Jul 24	Aug 10
September	Healthy FS Recipes	Aug 17	Aug 28	Sep 14
October	A Guide to FS Oils	Sep 14	Sep 25	Oct 12
November	Summer FS Recipes	Oct 19	Oct 30	Nov 16
December	Awards for Excellence	Nov 16	Nov 27	Dec 14



Material Specs con't



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INDUSTRY NEWS

Federal Government JobKeeper Payment
FAQs

The Federal Government has put together a Frequently Asked Questions Fact Sheet regarding the JobKeeper Payment.

Read more...

Email
MREC 1

Permission for the Use of the Word 'ANZAC'

The word 'Anzac' has a unique place in Australian culture and, as such, carries with it a set of regulations that also has the appropriateness of how, where and when the word 'Anzac' may be used.

These regulations are mandated by the Protection of World Anzac Regulations and governs the use of the word 'Anzac' in connection with any entertainment, trade, or other activity.

Register here...

Email
MREC 2

Critical Public Health Information - From Our Partners at Ecolab

The spread of COVID-19 presents a public health challenge to businesses in many industries, specifically the Food Service Industry. Ecolab partners with health organizations and industry partners to share critical, relevant information to help prevent the spread of infection, including COVID-19. [Learn more](#) about our recommendations and strategies to the food service sector and what you can do in response to COVID-19 as well as an 1800 522 002.

Learn more...

Email
MREC 3

HOSTPLUS

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Just cause 11/09/2020

Making a meal of it

Tree change

Two good

Website

LEADERBOARD: 728 x 90px

MEDIUM RECTANGLE: 300 x 250px

SIDE RAILS: 125 x 700px (must be jpeg, website background can be set to match your creative)

MAX FILE SIZE: 100kb

Acceptable formats include jpeg, gif (including animated), flash & html 5 at a resolution of 72 dpi.

Weekly news email

MEDIUM RECTANGLE: 300 x 250px

Ads must be supplied as a jpeg or gif format file with a maximum file size of 100kb.

Solus EDM

Ads must be supplied as a jpeg, 600 pixels wide and a max of 1200 pixels deep. One URL for single click-through.



Contacts



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