



# ORA Email Advertisement Rate Sheet

## A la Carte

ORA's exclusive email advertising opportunity where you can directly reach our restaurant membership in our bi-monthly membership e-newsletter, A la Carte. With an average open rate of 35%, reach a larger audience with your ad! Take advantage of this great opportunity to debut a new product, highlight a service, or gain more exposure for your company! Choose the ad and rate that works for you! *As of 2023, no more than 2 banner ads per A la Carte issue.*

### SPONSORSHIP

#### Exclusive A la Carte Partnership

Be an exclusive sponsor of ORA's bi-monthly membership e-newsletter, A la Carte. Your logo will be featured at top of each A la Carte issue as the exclusive A la Carte sponsor. Contact Parr Colley, [parr@okrestaurants.com](mailto:parr@okrestaurants.com), for more information.

**SOLD FOR 2023**

Example



- **For All A la Carte Issues (24):** \$4,000

Presented By 

### ADVERTISEMENT

#### Large Banner Ad - 700x260px

A Large Banner Ad, at 700x260 pixels, will be placed in the middle or at the end of the A la Carte issue.

- **Member:** \$250 per issue
- **Nonmember:** \$325 per issue

#### Small Banner Ad - 700x130px

A Small Banner Ad, at 700x130 pixels, will be placed in the middle or at the end of the A la Carte issue.

- **Member:** \$150 per issue
- **Nonmember:** \$275 per issue

### Specs

JPEG & PNG are the requested format for your logo or ad.

### Schedule

A la Carte issues are sent twice a month on Mondays. Art must be received the Friday before the Monday your advertisement is scheduled to be in.

### DISCLAIMER

*The ORA reserves the right to adjust dates to A la Carte publications as needed. We will notify client if date of publication is changed. The ORA also reserves the right to edit, change or reject ads.*