



**ORHMA**

ONTARIO RESTAURANT  
HOTEL & MOTEL ASSOCIATION

# INSIDER

HOSPITALITY'S NEWS & INFO

**2023**  
**ADVERTISING KIT**

---



# INSIDER

HOSPITALITY'S NEWS & INFO

## INSIDER NEWSLETTER

The Ontario Restaurant Hotel & Motel Association (ORHMA) is the largest hospitality association, presenting over 11,000 establishments across the province. The **INSIDER** newsletter is a weekly publication providing members with the most relevant hospitality news and information and keeps industry professionals informed of the topics that matter most. Subscribers to the **INSIDER** newsletter are a wide variety of industry professionals including decision-makers with purchasing power and top-tier experts.

## BENEFITS

- ✓ Over 8,000 Hospitality Industry Contacts
- ✓ Weekly Publication
- ✓ Reach the inboxes of decision makers
- ✓ Below Market Pricing
- ✓ Exclusive Member Availability
- ✓ Metrics & Reporting

## SPECIFICATIONS & PRICING

### 1. Leaderboard Banner

6 WEEKS

**\$1300**

10 WEEKS

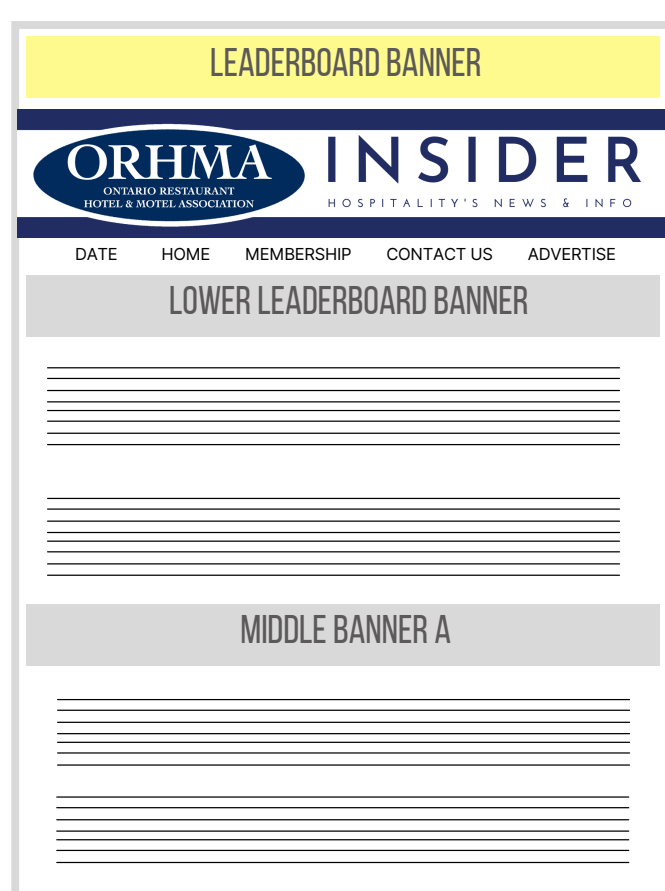
**\$1850**

AD SPECS:  
w 915 pixels  
h 100 pixels

FILE TYPE:  
PNG, JPG

MAX FILE SIZE:  
100 KB

LOCATION:  
MAXIMUM  
PRESENCE, ABOVE  
MAIN BANNER



### 2. Lower Leaderboard

6 WEEKS

**\$1150**

10 WEEKS

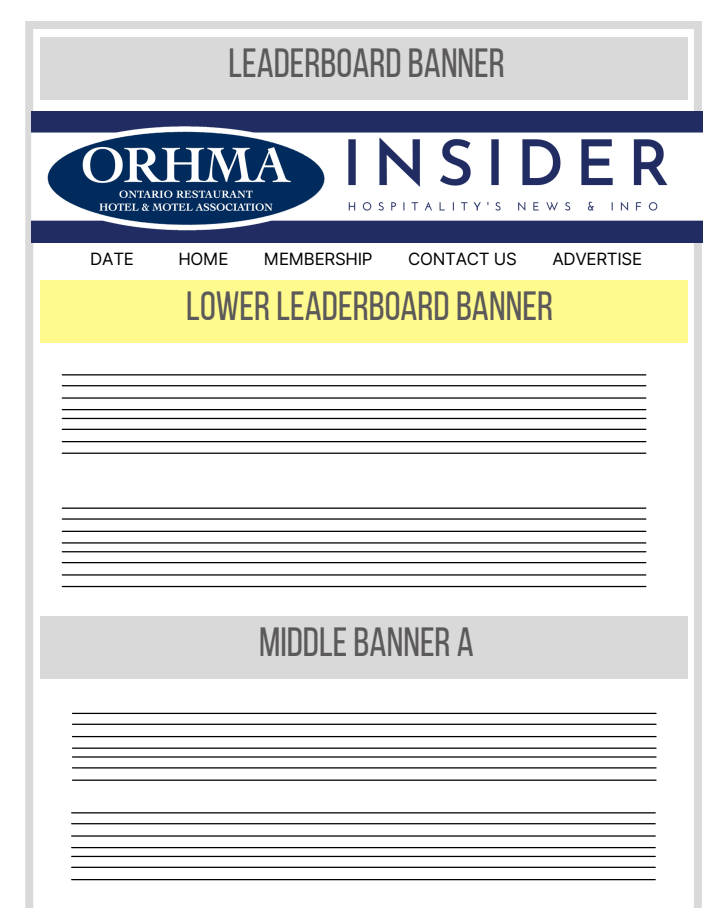
**\$1625**

AD SPECS:  
w 915 pixels  
h 100 pixels

FILE TYPE:  
PNG, JPG

MAX FILE SIZE:  
100 KB

LOCATION:  
HIGH PRESENCE,  
BELOW MAIN  
BANNER





# INSIDER

HOSPITALITY'S NEWS & INFO

## SPECIFICATIONS & PRICING cont'd

### 3. Middle Banner A

6 WEEKS

**\$950**

10 WEEKS

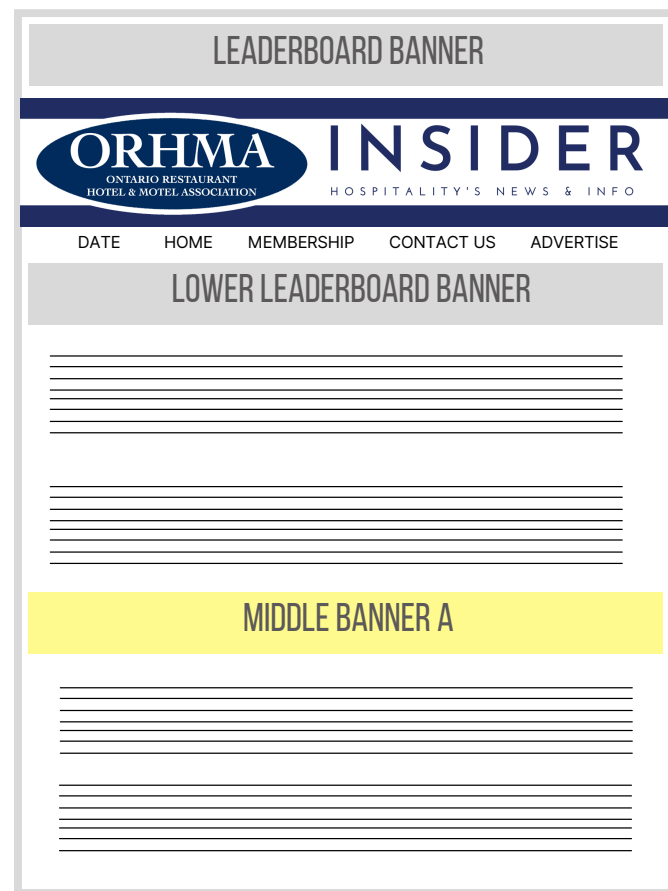
**\$1375**

AD SPECS:  
w 915 pixels  
h 100 pixels

FILE TYPE:  
PNG, JPG

MAX FILE SIZE:  
100 KB

LOCATION:  
TOP / MID PORTION  
OF PAGE



### 4. Middle Banner B

6 WEEKS

**\$800**

10 WEEKS

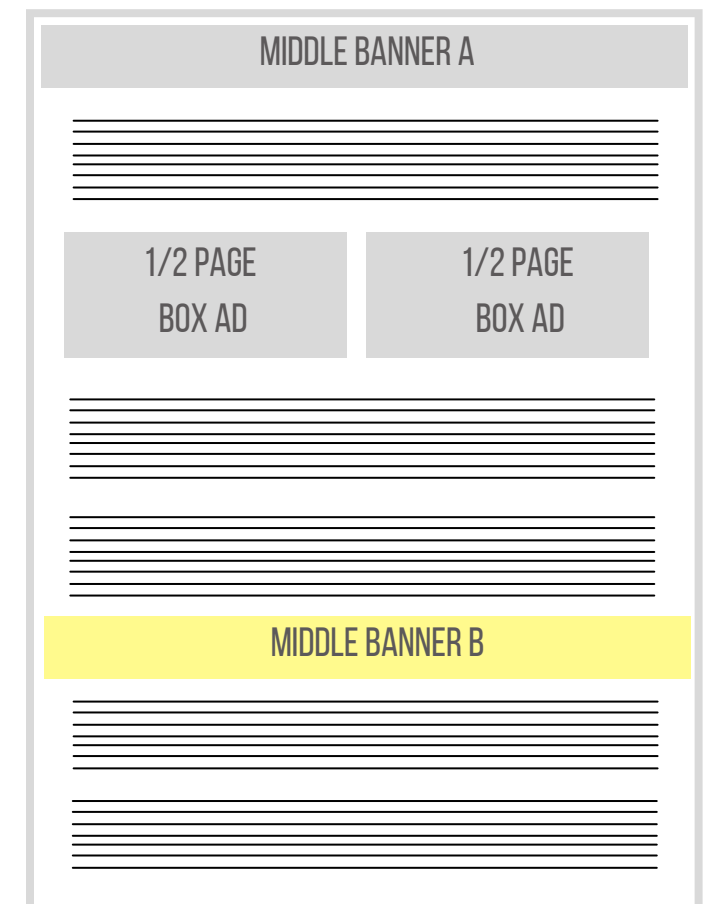
**\$1125**

AD SPECS:  
w 915 pixels  
h 100 pixels

FILE TYPE:  
PNG, JPG

MAX FILE SIZE:  
100 KB

LOCATION:  
MID/LOWER  
PORTION OF PAGE



### 5. Horizontal Company / Product Feature

Includes graphic with text and links.

6 WEEKS

**\$1100**

10 WEEKS

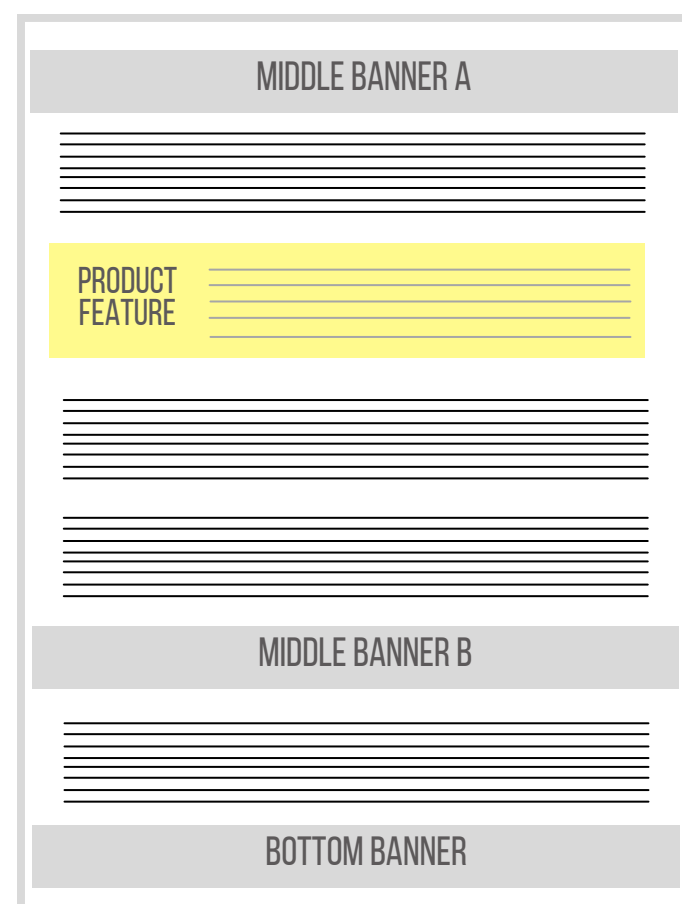
**\$1575**

GRAPHIC SPECS:  
w 250 pixels  
h 250 pixels

FILE TYPE:  
PNG, JPG

MAX FILE SIZE:  
100 KB

PLEASE PROVIDE:  
GRAPHIC & 50-  
WORD PRODUCT  
DESCRIPTION



### 6. 1/2 Page Width Box Ad

6 WEEKS

**\$950**

10 WEEKS

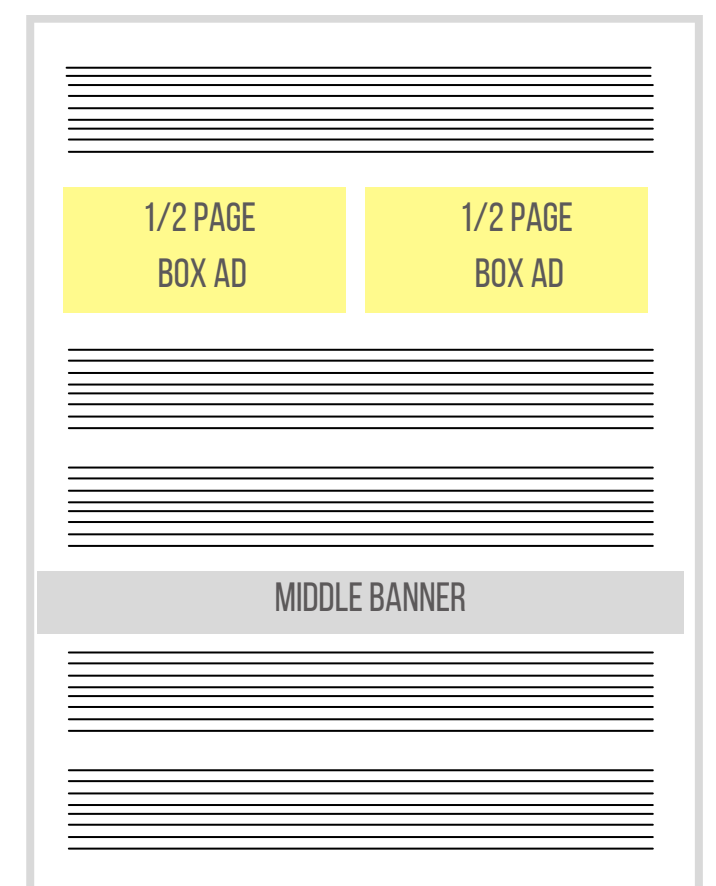
**\$1325**

AD SPECS:  
w 455 pixels  
h 300 pixels

FILE TYPE:  
PNG, JPG

MAX FILE SIZE:  
100 KB

LOCATION:  
MID PORTION OF  
PAGE



## SPECIFICATIONS & PRICING cont'd

### 7. 1/3 Page Width Box Ad

6 WEEKS  
**\$550**

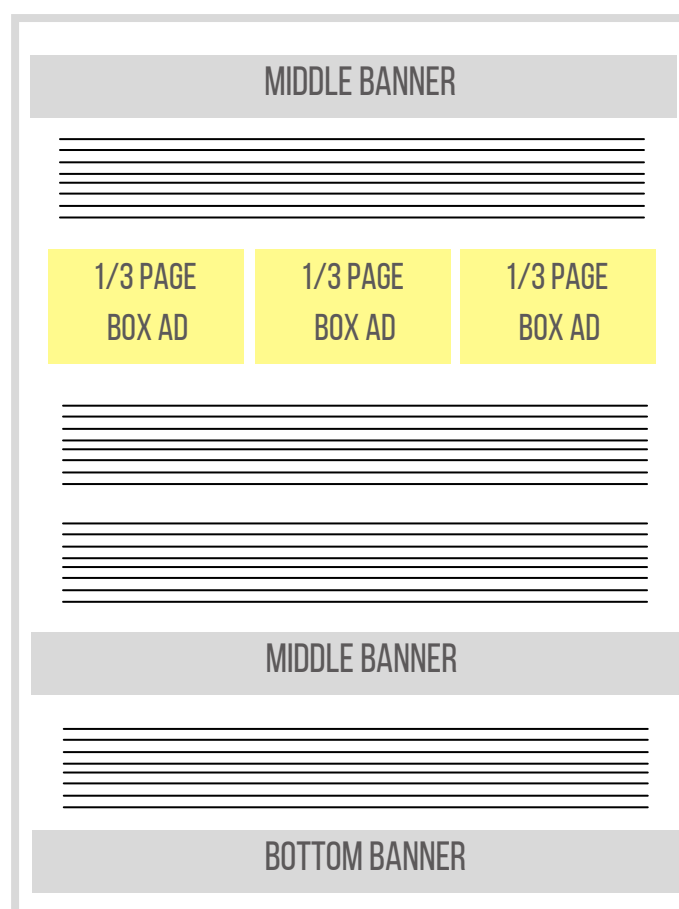
10 WEEKS  
**\$800**

AD SPECS:  
w 305 pixels  
h 250 pixels

FILE TYPE:  
PNG, JPG

MAX FILE SIZE:  
100 KB

LOCATION:  
MID PORTION OF  
PAGE



### 8. Bottom Banner

10 WEEKS  
**\$750**

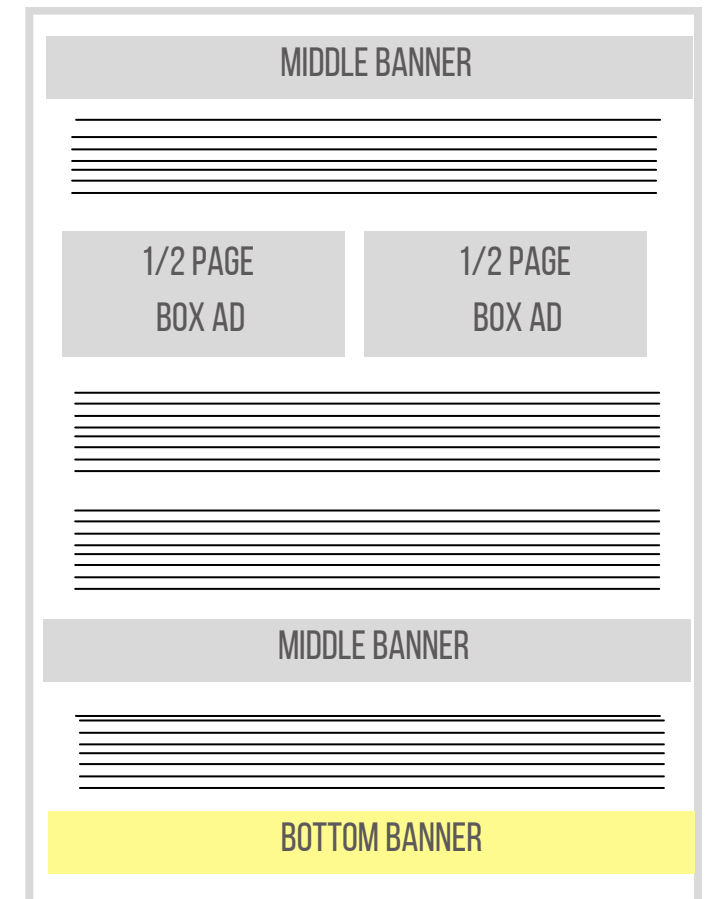
20 WEEKS  
**\$1375**

AD SPECS:  
w 915 pixels  
h 100 pixels

FILE TYPE:  
PNG, JPG

MAX FILE SIZE:  
100 KB

LOCATION:  
BOTTOM OF PAGE



### 9. Dedicated E-Mail Blast

Scheduled Dedicated E-Mail Blast

COST: **\$700 \***

Put your content in front of industry buyers and decision makers with a dedicated e-mail blast to ORHMA members.

Content specifications and details to be discussed with ORHMA's Communications Team.



\* Discounts available for multiples booked together.

## IMPORTANT NOTES:

- All rates are ORHMA member rates and are subject to change without notice.
- Content to be submitted no later than Friday at noon prior to the initiation of the ad.
- Any 10-week advertisement allows for **one** graphic change within the 10-week period at **NO CHARGE**.
- Any changes to submitted content is subject to a \$100 fee per change.
- GIF format may be an option at additional cost.
- All prices for advertising and dedicated e-mail blasts are subject to HST.
- All submissions for placement are subject to approval by ORHMA.

CONTACT US FOR AVAILABILITY & TO RESERVE ADVERTISING SPACE:

Advertising & Membership Inquiries:

**Jason Cheskes**  
e: JCheskes@orhma.com