• TRA represents more than 45,000 eating and drinking locations across the state.

• Members include owners and operators of restaurants ranging from quick service to fine dining.

• Texas’ foodservice industry includes more than 1.3 million jobs = 10% of employment in the entire state.
TRA’s brand new mobile application will be the members go-to source for association and industry information, including:

- A continuously updated newsfeed.
- Information on events throughout the year.
- A forum for discussion on industry trends and topics.
- Access to a mobile online directory.

<table>
<thead>
<tr>
<th>Offerings</th>
<th>Level 1 (exclusive!)</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Advertising</td>
<td>Within newsfeed; 1242 x 165 pixels</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>Post within newsfeed</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Enhanced Engagement</td>
<td>White Papers and Polls</td>
<td>Yes</td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>Landing Page</td>
<td>On main log-in screen</td>
<td></td>
<td>Yes</td>
<td></td>
</tr>
</tbody>
</table>
**E-Newsletter Advertising**

**Strong Reach and Readership**
- **TRA Front Burner** is sent out bi-monthly to 3,500 foodservice professionals.
- Provides members with industry news and trends, events and compliance issues.
- Content based on membership interests

**Banner Advertising**
- Five positions, no rotation
- High visibility within content
- Headline Leaderboard (600 x 100 pixels) = $2,495
- Leaderboard 2 = $1,995
- Rectangle 1 and 2 (500 x 500 pixels) = $1,995
- Leaderboard 3 (600 x 100 pixels) = $1,795
- All positions will run annually

**Sponsored Content**
- Exclusive, one per issue
- Thought leadership opportunity
- Proofing assistance provided; writing services available ($375 fee)
- Includes logo/headshot, 75-word lead-in, author contact, and link to content
- $995 (month)
WEBINAR
Sponsorships

What’s included:

1. Jointly marketed between TRA and sponsoring company
2. Sponsoring company included (logo) on the promotion and marketing of the event
3. Logo visible throughout the webinar
4. Webinar topic is introduced by the sponsor with a 90-sec company “plug”
5. The webinar is concluded with thanking the sponsor
6. The webinar is recapped in a brief article and pushed out on TRA communication channels with sponsor recognition
7. List of registrants and contact information provided to the sponsor

Schedule for Webinars:

- COVID-19 Compliance Q&A with Jacob Monty (May 12)
- Reopening Your Restaurant – what you need to know (May 19)
- Technology must-haves for curbside and to-go (May 21)

Option 1:
Sponsor the topic and intro the speaker

$2,500

Option 2:
Sponsor the topic and be the (or one of the) speaker(s)

$4,000

Chris Chiccarello | 352-388-7030 | chrisc@thewymancompany.com
NEW! TRA’s new monthly Thought Leadership series creates a forum for our industry suppliers to share their expertise with members throughout the state. This is an excellent opportunity for you to position your company as a go-to resource by keeping our members on top of trends such as sustainable dining, consumer behavior, technological innovation, and new government norms and standards.

Your Thought Leadership will distribute as an e-blast, designed to be purely educational in nature to keep readership interested, your dedicated e-blast is exclusive to your company and includes both your content and an ad that links back to your website.

SPECIFICATIONS:
Length = 500 to 600 words
Ad size = 728 x 90

All content is subject to review to ensure purely educational subject matter and may be edited for your review prior to publication. Writing services are available for help creating your content ($350).

RATES:
$2,000
Includes two emails in the month. Only one company permitted per month.