

Illinois Restaurant Association

Digital Advertising Opportunities



IRA Website

(www.illinoisrestaurants.org)

Ad Type	Position	Ad Size (Pixels)	Cost Per Month
Cube (rotates 3x)	Home Page	300x250	\$300/rotation \$800/all 3 rotations (100% SOV)
Skyscraper	Inside Page ¹	160x600	\$500/inside page
Skyscraper	Buyer's Guide ²	160x600	\$600
Skyscraper	Dining Guide ²	160x600	\$600

Banner Ad Specs – .jpg, .gif, or .png files accepted, max 60KB. Static only, no animation. Include URL for linking.

1. Refers to main Membership page, Education page, Events page, News page, Government Relations page, or the IRAEF page
2. Refers to main search page

Home Page



Inside Page



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Seasonings®

(IRA's official e-newsletter distributed 12x per year)

Ad Type	Position	Ad Size (Pixels)	Cost Per Issue
Top Banner	Top	594x73	\$800
Skyscraper	Side	160x600	\$600
Body Banner	Body	594x73	\$500

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Materials Due – Seasonings is distributed on the last Thursday of every month. Banner ad materials are due to IRA 10 days prior to the deployment date.

Seasonings

