



**RAMW**

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RESTAURANT ASSOCIATION  
METROPOLITAN WASHINGTON

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# 2021 Advertising Kit

# “On The Line” E-Newsletter

Featuring event recaps, important member updates, local and national industry-related news + more

On the Line is a weekly e-newsletter distributed to RAMW’s network of Restaurant and Allied Members, Industry Partners, Endorsed Providers and Board of Directors, with an estimated total reach of 1,500+ contacts.

**Bonus Benefit:** Restaurant and Allied Members are entitled to reserve TWO (2) complimentary features throughout each active year of membership.

**Target Audience:** RAMW Members

**Distribution Schedule:** Wednesday

**Average Open Rate:** 22.5%

**Average CTR:** 3.5%

## Submission Guidelines:

Members must provide:

- 100-word entry (written in third person)
- Applicable URLs + contact information
- One (1) company logo or promo image
- Logo/Image Dimensions: 300 x 250px
- File Format: .JPG / .PNG / .GIF
- Maximum File Size: < 200KB
- Deadline: EOD three (3) business days prior to reserved distribution date

**Spaces are available on a first come, first serve basis.**

Contact [marketing@ramw.org](mailto:marketing@ramw.org) to confirm availability of space and schedule. Submissions must be sent and received by close of business one week before the next newsletter is sent.

## Increase Your Brand Visibility

Reach a hungry audience of the region’s top food service and restaurant professionals. On the Line’s **paid digital advertising** (right) is available to RAMW members and non-members for purchase. See following page for pricing.

## A BANNER

**On the Line**  
Recaps, Reports, News and More  
From RAMW and RAMW Members

**RAMW**

December 2020 | [Advertise with RAMW](#)

**Note to Members:** Throughout these nine months, we have focused our communications on real-time personal emails from our President and CEO to keep you informed on the most critical updates. We will continue to send those twice a week, but we are also re-activating this e-newsletter, “On the Line”, as a monthly communication and a platform to share with you media articles of interest, industry news, marketing opportunities, training workshops, and offers from fellow members to support your operations. We hope you enjoy and please do share with us any features or updates you would like to share industry-wide. To our Allied members, a friendly reminder that this newsletter is a great way to share content about your company and offerings, and you can submit text and materials to [info@ramw.org](mailto:info@ramw.org) to be considered.

**Winter Restaurant Week Returns January 18 - January 31!**

**Winter Restaurant Week** returns as the biennial celebration of the region’s resilient restaurants that continue to serve as the cornerstones of our communities Monday, January 18, through Sunday, January 31.

These dates were thoughtfully chosen to support restaurants in January without too much of a gap after the holiday season, and to capitalize as much as possible on the opportunity to welcome guests to our region as we partner with the hotel industry, Airbnb, and other lodging hosts who may have guests coming to the area during the inaugural week. We will also kick off the promotion on Martin Luther King Jr. Day, offering your 3-day weekend brunch menus and promoting takeout and delivery of brunch and cocktails that Monday. [Learn more.](#)

Fee: \$10/location

To register for Restaurant Week you will need to log into your RAMW Member profile to register, if you do not have your username and password, please email us at [info@ramw.org](mailto:info@ramw.org) for assistance.

**REGISTER TODAY**



## A BLOCK

**Meals and Supplies for Hospitality Workers on Mondays**  
Hook Hall Hugs Hospitality Unites Initiative, in cooperation with RAMW, is back with meals and supply kits. The meals will be from a rotating list of restaurants and supply kits may be placed up every Monday from 2 until 5pm at Hook Hall - 3400 Georgia Ave NW. If you're in the restaurant, entertainment, hospitality, or tourism industry and have been affected by current circumstances, this initiative is here to serve YOU! Please bring your gear with you (current or former) or work schedule with you. Thank you and we will see you here 2 - 5 PM on Mondays.

[Click here](#) to learn more about Hook Hall Hugs

## B BANNER

### National Headlines

**DoorDash Reverses Plan to Raise Rates on Some D.C. Restaurants**  
[Restaurant Business Magazine](#)

Third-party delivery provider DoorDash is abandoning a plan to charge Washington, D.C., restaurants their contractual rate on orders from its DashPass subscription program. [Read more.](#)

**Restaurants Are Setting Up Shops in Empty Hotel Suites**  
[Bloomberg Pursuits](#)

Faced with a winter lull of indoor and outdoor dining shutdowns, chefs across the country have discovered a new place to feed customers: hotel rooms that stand empty during the pandemic. From Brooklyn, New York, to Minneapolis, restaurants are turning suites into private dining rooms for small groups. This comes at a time when the country's hotel occupancy rates remain at historic lows — 55% are below 50% occupancy — and the restaurant industry faces continued job and revenue loss. [Read more.](#)

**Small Business are in Free Fall as Coronavirus Wreaks on More PPP Aid**  
[The Business Journals](#)

Congress is struggling to seal the deal on more COVID-19 stimulus — including a new round of Paycheck Protection Program loans — as a surge in COVID cases and a new wave of restrictions across the country put small businesses in an increasingly bleak situation. A swath of survey data shows just how bleak it's becoming. One-quarter of small-business owners say they will have to close if the economy does not improve in the next six months, according to a National Federation of Independent Business survey of its members, many of which now must deal with not just COVID restrictions, but also increasingly colder weather limiting their use of outdoor spaces. [Read more.](#)

## B BLOCK

Try it now

### New On the RAMW Site:

[The District has Joined 'Get Covered 2021'](#)

[RAMW's Winter Marketing Timeline](#)

[DC Coronavirus Resource Guide](#)

[Maryland Coronavirus Resource Guide](#)

[Virginia Coronavirus Resource Guide](#)

More from **RAMW**

TRAINING NEWS & EVENTS ISSUES & ADVOCACY

# Newsletter Advertising Specifications & Rates

## Ad Specifications:

	Size	File Size	Format
A-Banner	600x60 px	<200KB	.jpg/.png/.gif
B-Banner	600x60 px		
A-Block	300x250 px		
B-Block	300x250 px		

## Block & Banner Ad Rates:

	1 Week Campaign		2 Week Campaign		4 Week Campaign	
	A Block	B Block	A Block	B Block	A Block	B Block
Members	<b>\$125</b>	<b>\$75</b>	<b>\$225</b>	<b>\$125</b>	<b>\$450</b>	<b>\$250</b>
Non-Members	<b>\$325</b>	<b>\$250</b>	<b>\$625</b>	<b>\$475</b>	<b>\$1,250</b>	<b>\$950</b>

	1 Week Campaign		2 Week Campaign	
	A Banner	B Banner	A Banner	B Banner
Members	<b>\$175</b>	<b>\$125</b>	<b>\$325</b>	<b>\$225</b>
Non-Members	<b>\$375</b>	<b>\$300</b>	<b>\$725</b>	<b>\$575</b>

All purchased campaigns are subject to RAMW advertising calendar. Non-members are not able to run ad campaigns consecutively. No more than two advertisements are allowed in one newsletter. All invoices must be paid before starting advertising. All advertising opportunities must be used within 4-weeks of purchase and are subject to compliance with current advertising kit regardless of year purchased.

# RAMW.org Online Advertising

Advertising on RAMW.org places your brand message in front of an attentive audience of food service professionals from the greater Metropolitan Washington area.

## Web Analytics:

RAMW.org - on average - receives roughly **4,000-5,000 visits each month**. This number doubles to 15,000-16,000 visitors during promotions like Restaurant Week, and in conjunction with events, like The RAMMYS. **Average time on site is 05:53.**

## Top Five Visits by Location are:

- District of Columbia
- Arlington
- New York
- Alexandria
- Bethesda

## Submission Guidelines:

Leaderboard and vertical banners are available for placement throughout the site and/or on specific pages. All web-ready art (.jpg/.png/.gif files 200kb or less) and links must be supplied one week prior to placement on RAMW.org.

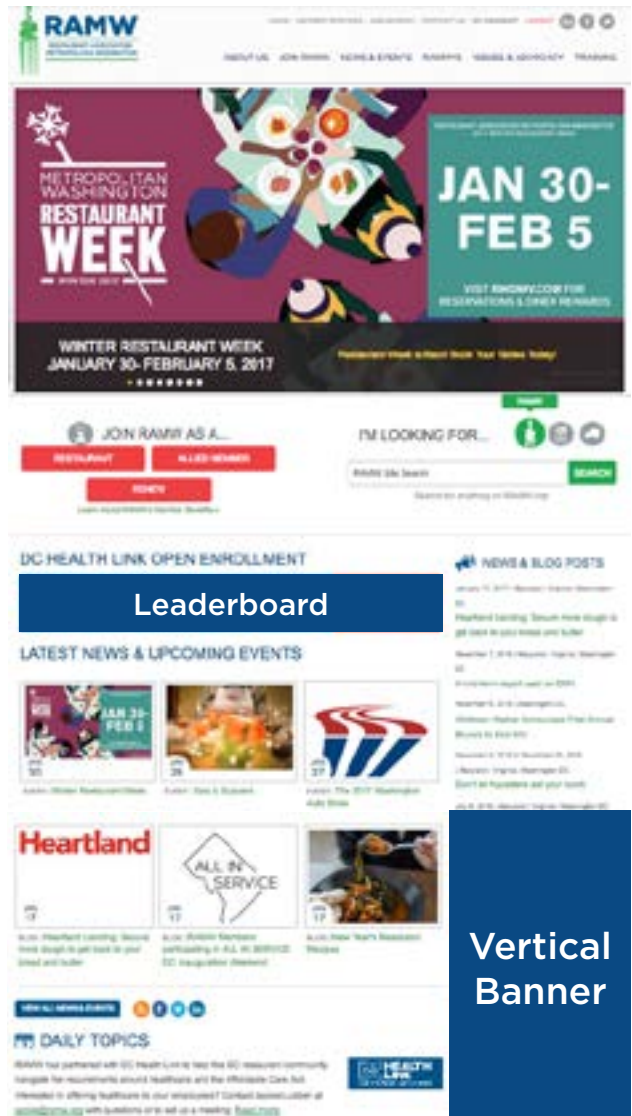
## Ad Specifications:

	Size	File Size	Format
Leaderboard Ad	728x90 px	<200KB	.jpg/.png/.gif
Vertical Banner	255x400 px	<200KB	.jpg/.png/.gif

## Online Advertising Rates:

	1 Week		2 Weeks	
	Leaderboard	Vertical Banner	Leaderboard	Vertical Banner
Members	<b>\$125</b>	<b>\$150</b>	<b>\$200</b>	<b>\$250</b>

Blog Posts \$75 per post			
	1 Post	2 Posts	3 Posts
Members	<b>\$75</b>	<b>\$125</b>	<b>\$200</b>



# RAMW Member E-Blasts

Reach Metropolitan Washington's leading foodservice industry professionals through RAMW's curated contact lists. We can even work with you to tailor your message to restaurant owners and operators in specific jurisdictions.

E-blasts are available on a first come first serve basis and must be coordinated with RAMW's existing communication schedule.\*

E-blast sponsors must submit all web ready art and copy and/or html at least five days prior to distribution. No more than two e-blasts may be sent within one year.

## Submission Guidelines:

- E-blast sponsors must submit all web ready art and copy and/or html at least five business days prior to distribution
- Header will be at the top of each message disclosing the sponsored nature of the e-blast
- Your company logo must be in the body of the message
- Word count: No more than 200 words
- Informational chart, images or artwork must be displayed in the body of the email

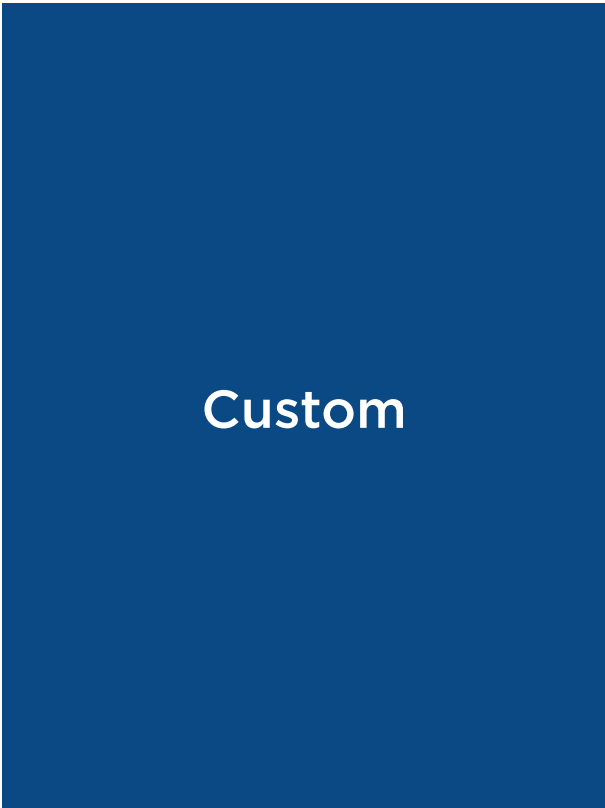
## Custom E-blast Rates:

	RAMW Members Database (1,500+ contacts)	Consumer Database (21,000+ contacts)
Members	<b>\$500</b>	<b>\$800</b>

\*If RAMW endorsed provider offers the same service, RAMW cannot send e-blasts of an advertising nature. The association must approve all sponsored messaging and graphics used in purchased e-blast. Member emails are kept confidential and are never shared with sponsors or third parties. RAMW retains the right to final editing and refusal to send material.

All advertising opportunities must be used within one year of purchase and are subject to compliance with current advertising kit regardless of year purchased.

Restaurant Association Metropolitan Washington  
Member Sponsored Content





**RAMW**

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