



RAMW

RESTAURANT ASSOCIATION
METROPOLITAN WASHINGTON

2020
Advertising Kit

*CELEBRATE WASHINGTON, DC: 2016 RESTAURANT CITY OF THE YEAR – BON APPÉTIT MAGAZINE
& ZAGAT'S "HOTTEST FOOD CITY" OF 2016*

“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 **1K+ 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%**

*Multiple features may not be combined in the same newsletter distribution.

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

Email cristina@ramw.org to inquire about space availability and schedule your complimentary features for distribution. *

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.*

- **Deadline:** EOD three (3) business days prior to reserved distribution date

*Ad space is available on a first come, first serve basis.

A-Banner

On the Line

Recaps, Reports, News and More
From RAMW and RAMW Members



December 4, 2019 | [Sign Up](#) | [Advertise with RAMW](#)

Georgetown GLOW Returns Dec. 6 - Jan. 5 with 11 Light Art Installations

The 6th edition of **Georgetown GLOW** – the region’s only curated FREE outdoor light art exhibition presented by the **Georgetown Business Improvement District (BID)** – returns December 6 – January 5, with 11 light art works from local, regional, and international artists lit nightly from 5:00 - 10:00pm throughout Georgetown’s commercial district.



[Click here](#) for a map and additional information on each installation – plus GLOW-inspired food and drink tours, restaurant and retail specials and promotions, 25 days of holiday cocktails, ice dome dining, A Book Hill Holiday snack and stroll, and other Georgetown holiday happenings!

PLAN YOUR VISIT

Local Headlines

[Team Behind DC’s Bluejacket and Churchkey Opens Grand Delancey in New York](#)
Washington Business Journal

Neighborhood Restaurant Group debuted its huge New York beer bar — its first restaurant outside of Greater Washington — just in time for the holiday season. The Grand Delancey, a 140-seat beer bar inside the Market Line food hall on Manhattan’s Lower East Side, opened Nov. 22. The high-end bar anchors the 35,000-square-foot food hall, which will eventually grow to 150,000 square feet when all is said and done. [Read more](#)

[Founding Farmers Is OpenTable’s Most-Booked Restaurant of the Year for the Sixth Time](#)
DCist

Tom Sietsema may have given it zero stars and a scathing review, but apparently — more than a decade after its opening — DC is still gaga for Founding Farmers. The “urban farmhouse,” as it’s called on the Founding Farmers website, was the single most-booked restaurant on OpenTable in 2019 (January through September, anyway, as that’s the period of its annual review). [Read more](#)

[Congress Should Let DC Buy RFK Stadium](#)
The Washington Post

If you travel past the US Capitol and head along East Capitol Street, you will pass the diverse neighborhoods of Lincoln Park, Kingman Park, Barney Circle and Hill East. But before you reach the Anacostia River, you will encounter a sprawling, desolate network of parking lots, the site of the now-shuttered Robert F. Kennedy Stadium, named for an American hero who battled poverty and income inequality. [Read more](#)

Member Events & Reminders:

Through 12/23: [15th Annual Downtown Holiday Market](#)

Through 12/29: [Enchant DC at Nationals Park](#)

Through 1/1: [Smithsonian’s Zoolights 2019](#)

12/6: [DC Paid Family Leave Town Hall with DOES](#)

12/6 - 1/5: [6th Annual Georgetown GLOW](#)

12/9: [“Small Batch” Cookbook Release Party & Book Signing at RASA](#)

12/14: [Holiday Cookie Decorating Class for Kids at The Willard InterContinental](#)

12/17: [“Buttermilk Graffiti” Dinner at The Fourth Estate Restaurant](#)

A-Block

B-Banner

National Headlines

[The Best Things Restaurants Did in 2019](#)
Fortune

This year set a table full of amazing restaurant trends, including the continual improvement on toast, the way big ideas took shape in tiny spaces, and how high-end hot pot exploded all over America. And over the course of 2019, tons of incredibly talented restaurateurs, chefs, bartenders, and culinary businesspeople came up with ways to improve our eating experiences. [Read more](#)

[How Andrew Zimmern Is Inspiring Stories of Positive Change in the Culinary Industry](#)
Haute Living

The Culinary Institute of America at Copia (“The CIA at Copia”) in Napa is the center of the food world — on any given day you don’t know which famed chefs will be stopping by. The nearly 80,000 square foot marvel offers hundreds of classes, dining experiences and programs, including their famed cooking boot camps and even a 3D dining experience. [Read more](#)

New On the RAMW Blog:

[Grubhub Launches Annual “Year in Food” Report Highlighting the Top Trends in 2019](#)

[The Michelin Guide, TripAdvisor and TheFork Launch An International Strategic Partnership](#)

B-Block

More from **RAMW**

TRAINING NEWS & EVENTS ISSUES & ADVOCACY

Newsletter Advertising Specifications & Rates

Content Specifications

	Size	File Size	Format
Banner Ads	600 x 75px	< 200KB	.JPG / .PNG / .GIF
Block Ads	300 x 250px		

Advertising Rates

	1-Week Campaign		2-Week Campaign	
	A-Banner	B-Banner	A-Banner	B-Banner
Members	\$150	\$100	\$250	\$150
Non-Members	\$325	\$275	\$350	\$300

	1-Week Campaign		2-Week Campaign		3-Week Campaign	
	A-Block	B-Block	A-Block	B-Block	A-Block	B-Block
Members	\$125	\$75	\$225	\$125	\$325	\$175
Non-Members	\$300	\$250	\$425	\$375	\$550	\$500

All purchased campaigns are subject to distribution based on availability within RAMW's existing communications calendar. Non-members are **not** able to run consecutive ad campaigns. Members and non-members are allowed to have no more than one (1) advertisement published per newsletter. All invoices must be paid in full prior to distribution on any platform. All advertising opportunities must be used within one year of purchase and are subject to compliance with current advertising kit regardless of year purchased.

Sponsored e-Blasts

Reach Metropolitan Washington region's leading food service professionals and local foodie consumers with proprietary **curated contact lists**. Contact our team to collaborate on insights for how you can target your message to restaurant owners and operators in specific jurisdictions.

Sponsored e-Blasts are available for purchase on a first come, first serve basis and only available for distribution within RAMW's existing communications calendar.* *Limit: two (2) e-Blasts per calendar year.*

Submission Guidelines

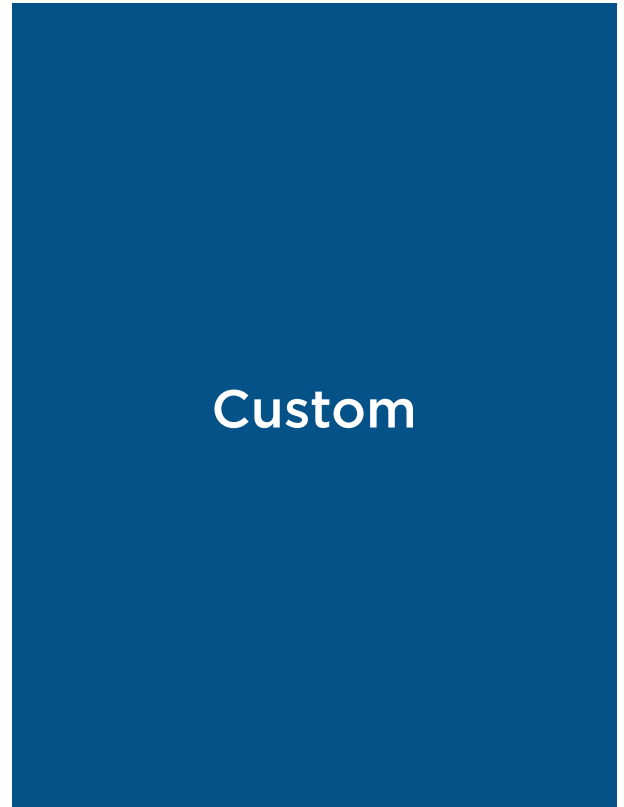
- Sponsored content is identified as such, including a header preceding each message disclosing the content's nature (*right*)
- Members must provide web-ready artwork + applicable URLs
- Company logo must appear prominently in the message
- **Deadline:** EOD three (3) business days prior to reserved distribution date

Content Specifications

- Dimensions: 600px wide x variable height
- Maximum File Size: < 200KB
- File Format: .JPG / .PNG / .GIF
- Desired layout should be specified and corresponding URLs must be provided for each image submitted

Advertising Rates

	RAMW Members ~1K+ contacts	DMV Consumers ~19K+ contacts
Members	\$600	\$700



**If an 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 and consumer 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 platforms must be used within one year of purchase and are subject to compliance with current advertising kit regardless of year purchased.*

RAMW.org Digital Advertising

Advertising on RAMW.org places your brand's message in front of an attentive audience of food service professionals operating in the greater Metropolitan Washington region.

Viewer Analytics

RAMW.org averages **4K - 5K viewers/month**. During core annual marketing promotions such as Restaurant Week, and in conjunction with events like The RAMMYS, this number typically surges to **15K - 16K viewers/month**.

Avg. Site Visit: 05:53

Top 5 Visitor Locations

1. District of Columbia
2. Arlington
3. New York
4. Alexandria
5. Bethesda

Submission Guidelines

Digital advertising is available for placement on our homepage and/or on throughout on specific landing pages. Members must provide web-ready artwork + applicable URLs prior to publication on RAMW.org.

Deadline: EOD three (3) business days prior to reserved distribution date

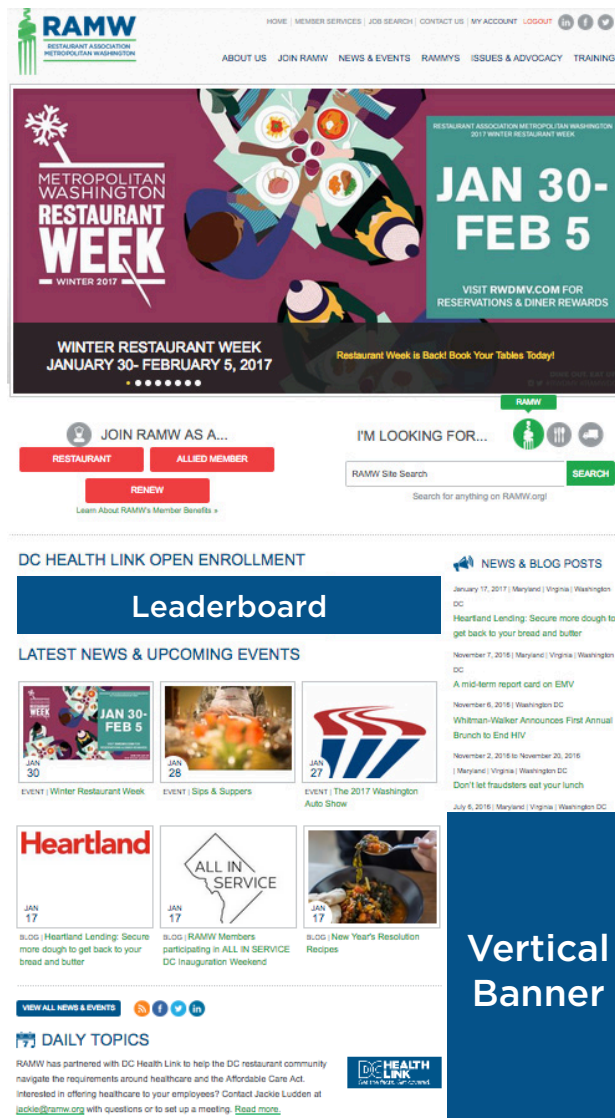
Content Specifications

	Dimensions	File Size	Format
Leaderboard	728 x 90px	< 200KB	.JPG / .PNG / .GIF
Vertical Banner	255 x 400px	< 200KB	.JPG / .PNG / .GIF

Advertising Rates

	1 Week		2 Weeks	
	Leaderboard	Vertical Banner	Leaderboard	Vertical Banner
Members	\$125	\$150	\$200	\$250

Blog Posts				
	1 Post	2 Posts	3 Posts	4 Posts
Members	\$75	\$125	\$200	\$275





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