

MRA Media Kit 2026

Let us put your brand in front of the most influential **foodservice decision makers** in Missouri's Hospitality Industry





● **ABOUT**

MRA

MRA Foundation

● **ADVERTISING OPPORTUNITIES**

Show Me Dining

E-Blasts

MRA Website

Webinars

E- Newsletters

AI Marketing

Social Media

Retargeting
Geofencing

● **CORPORATE SPONSORSHIPS**

Show-Me Industry Tier

Heart of the Industry Tier

● **ALLIED MEMBERSHIP**

Regional

Statewide

ABOUT

The **Missouri Restaurant Association** is here to assist you in reaching your target audience with the right vehicle and message. From on-site event exposure, advertising, in our magazine, social media channels, and email campaigns to tiered corporate sponsorships - we help you grow your business with opportunities that meet your needs. We are proud to support a vast network of restaurants, bars, foodservice suppliers, purveyors, educators, and those with an interest in the hospitality industry.

MISSOURI
Restaurant Association



The **Missouri Restaurant Association** is the uniting force of the Missouri restaurant and hospitality industry. We impact legislation and policies, cultivate relationships, and provide valuable resources to help members run their businesses. Our mission is to protect, educate and promote the state's hospitality industry.

**All Advertising rates shown are exclusive to MRA members. Non-member rates are subject to a 20-25% increase.*



MISSOURI
Restaurant Association
Foundation



The **Missouri Restaurant Association Education Foundation**, the philanthropic arm of MRA, exists to enhance the hospitality industry's service to the public through education, community service, community engagement, and promotion of career opportunities. MRA Ed Foundation works to attract, develop, support, and retain a career-oriented professional workforce for the hospitality industry.

For More information on getting involved with the MRA Ed Foundation initiatives, contact Natasha Fuller at natashaf@morerestaurants.org

MISSOURI
Restaurant Association

mra@morerestaurants.org

(816) 753-5222

1417 W 47th St. Kansas City, MO

SHOW - ME DINING



Advertising Opportunities

Show-Me Dining is MRA's premier hospitality magazine that covers the most relevant and industry specific topics of interest. It is published quarterly and distributed to a statewide audience of operators, owners, employees, and peers of both the restaurant and hospitality sides of the industry.

EDITORIAL CALENDAR

Issue	Ads Due
Spring	March 13
Summer	June 12
Fall	September 11
Winter	December 4

AD SPECS:

FULL PAGE BLEED
8.75" x 11.25" H

FULL PAGE NO - BLEED
7.7" W x 10.25" H

HALF-PAGE HORIZONTAL
7.75" W x 5" H

QUARTER PAGE
3.75" W x 5" H

ADVERTORIALS
450 WORDS

HALF PAGE VERTICAL
3.75" W x 10.25" H

AD RATES:

1x 2x 3x 4x

FULL PAGE \$1,000 \$975 \$950 \$900

HALF PAGE \$800 \$775 \$750 \$700

QUARTER PAGE \$500 \$475 \$450 \$400

PREMIUM PLACEMENT:

1x 2x 3x 4x

BACK COVER

\$1,000 \$975 \$950 \$900

INSIDE FRONT COVER

\$800 \$775 \$750 \$700

INSIDER BACK COVER

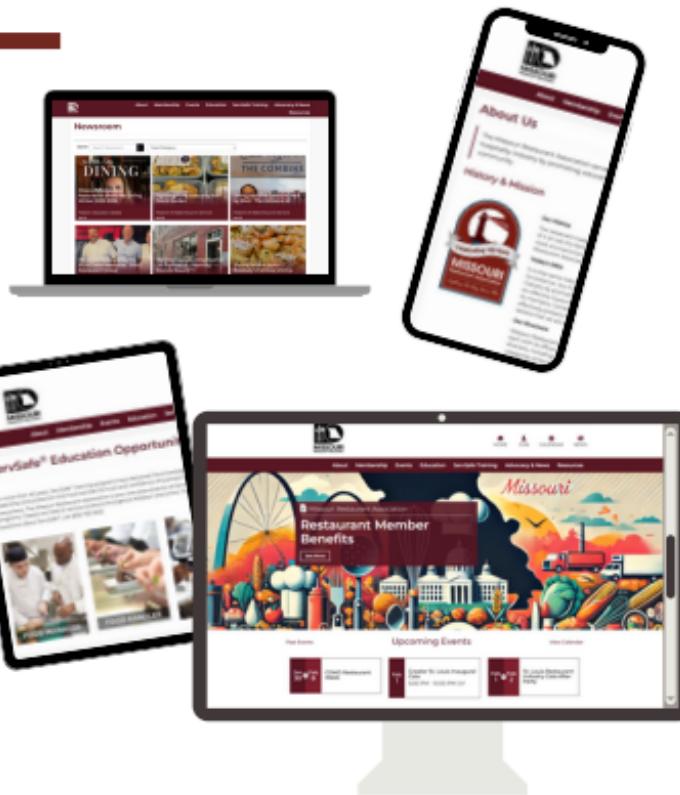
\$500 \$475 \$450 \$400

MRA WEBSITE

MRA's website is a one-stop shop that provides 24/7 access to all of the resources and information MRA has to offer, including news and information, resources for legal help and training, advocacy, events, and more. The website's rotating slideshow banner ads on the homepage are reserved for corporate sponsors, which start at \$5000.

Block ads can be purchased in monthly increments for \$500 per month. These are available on designed pages of our website. Multiple page discounts may apply.

**> 3,500
MONTHLY VISITORS**



E-NEWSLETTERS

Our weekly newsletter, *The Reservation*, is distributed weekly on Mondays to a statewide audience. This digital communication tool provides breaking news, trends, and customized content to specific target audiences: restaurants, bars, lodging, and vendors / purveyors.

Hot of the Grill is our government affairs weekly update, sent to MRA members and key policy makers each Friday during the legislative session. It includes breaking news from the week on policy and legislative issues of interest to the Missouri hospitality community. There are types of ads available in MRA's newsletters:

ADVERTISEMENT TYPE	Specs / Dimensions	1x	4x	8x
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HEADLINE AD

Exclusive top placement in the newsletter, first piece of content readers see	600px x 100px	\$300	\$270	\$255
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BLOCK AD

Eye-catching vertical ad placed in the Support Our Sponsors section	750px x 1250px	\$200	\$190	\$185
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SPONSORED CONTENT

An opportunity for you to share your expertise as a subject matter expert	Title: ~8 Words Copy: ~40 Words Graphic: 600px x 400 px	\$350	\$335	\$325
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**In-house ad design is available for an additional fee of \$200. Please submit ads with a link to the corresponding landing page.*

BLOCK AD EXAMPLES



HEADLINE AD EXAMPLES



SOCIAL MEDIA

MRA and its local chapters use Facebook, Instagram, and LinkedIn to connect with our members and the global hospitality community. Our channels are consistently gaining followers and are a fantastic way for our partners to engage with our online community. We strive for a subtle messaging approach. We will incorporate your branding through authentic content that will resonate with our followers.

SPONSORED SOCIAL MEDIA POST \$275



@mra

**> 20.5K
FOLLOWERS**

**> 700K
REACH**

**These statistics are combined between all of our 7 Accounts*



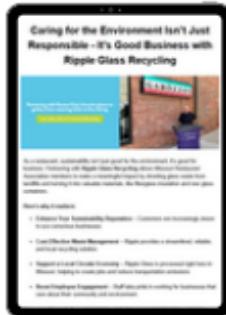
E-BLASTS

E-Blasts are reserved for members at the Corporate Sponsor level. Corporate sponsorships start at \$5,000 annually. MRA sends your message directly and exclusively to our membership list. Corporate sponsors can choose from a full subscriber list, or segment between regional markets

> 2K
AVG. AUDIENCE

> 30%
OPEN RATE

> 4.5%
CLICK RATE



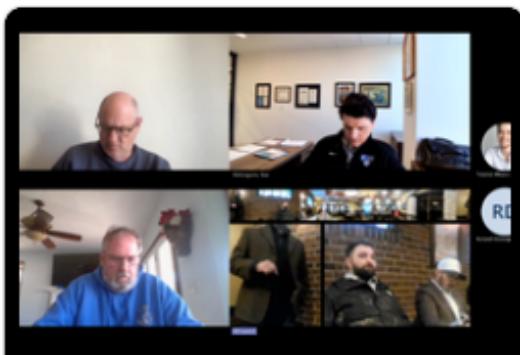
WEBINARS

WEBINARS

Webinars are a popular alternative to in-person meetings, allowing outreach to the entire membership through one presentation. They are promoted via social media, event calendars, e-newsletters, email, and recorded for on-demand access on the website. Sponsors can provide approved content and must utilize our webinar platform: Zoom Webinar.

Webinar Sponsorship: Starting at \$1,500

**Webinar dates need to be booked a minimum one-month in advance*



RETARGETING



About:

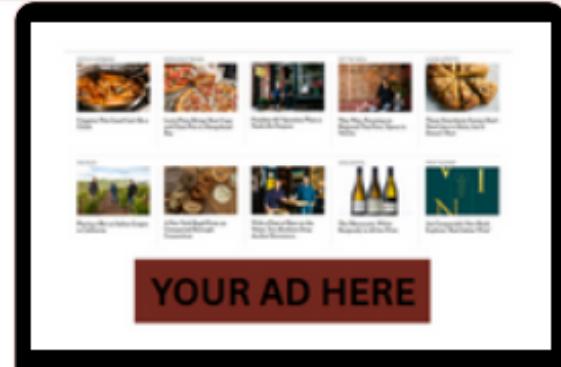
Retargeting is an extremely resourceful method of digital advertising. Do you ever shop online for a pair of shoes, or look for a vacation rental on a travel site? The next thing you know, ads for that company will follow you seemingly everywhere! That's exactly what retargeting is.

With retargeting, you will have the ability to place your advertisement in front of anyone who has previously engaged with MRA's website. Due to the nature of MRA's business, our reachable visitors primarily consist of: restaurants, bars, caterers, food trucks, the dining public and all of the necessary vendors in between. Simply put, MRA visitors are now your audience for retargeting with ads.

How It Works:

Since your audience is already defined, our software will follow those users and deliver your ads as they visit different websites.

Design your advertisements to the specs listed on this page. Because retargeting campaigns are usually long periods of time, we require that your ad is designed at all three sizes. If you'd prefer, we can design your ad for an additional fee. Select your price point and desired amount of views. RAM will then send you a digital dashboard to track the campaign results in real time.



** With retargeting, your ad will follow an audience to their favorite websites

Pricing:	Ad Views:	Duration:
\$2,000	20,000	1 Month
\$4,000	40,000	2 Months
\$5,000	60,000	3 Months

Ad Design Specs:

Medium Rectangle: 300 X 250 Px

Wide Skyscraper: 160x600 Px

Leaderboard: 728x90 Px

** Don't have ads? MRA's Design Team can create your ad package for \$200

GEOFENCING



About:

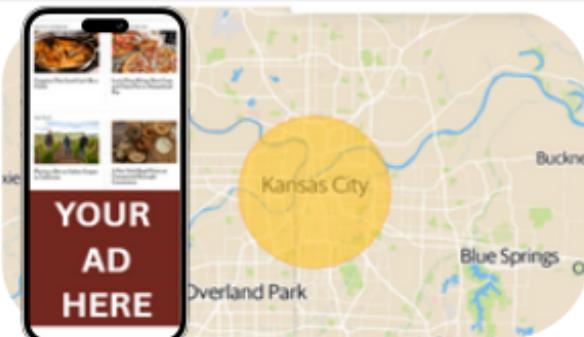
Geofencing is exactly what it sounds like: building a virtual “fence” around a specific location and serving digital ads to everyone who steps inside this area, even briefly. Facebook and Instagram offer this type of advertising. Direct mail is also similar, in that a business will send coupons to everyone within a certain radius (usually 2-3mi). This option is ideal for a grand opening or an event.

Geofencing does not require that your audience share any common interests, rather, focuses exclusively on proximity. If you prioritize a viewer’s location, geofencing is the way to go.

How It Works:

Determine the location and size of your virtual “fence”. Our software can target an area as small as three city blocks, or as large as 10 miles in diameter. Active web users within the designated area will see your ad as they visit different websites.

Design your advertisement to the specs listed on this page. Because geofencing campaigns are usually shorter periods of time we recommend designing graphics that “pop” or catch the eye. If you’d prefer, we can design your ad for an additional fee. Select your price point and desired number of views. MRA will then send you a digital dashboard to track the campaign results in real time.



*** With geofencing, your ad will appear when people are within your “fenced” area*

Pricing:	Ad Views:	Duration:
\$250	5,000	3+ Days
\$450	9,000	7+ Days
\$1,000	18,000	2 Weeks

Ad Design Specs:

Medium Rectangle: 300 X 250 Px

Mini Leaderboard: 300 X 50 Px

Mobile Leaderboard: 320 x 50 Px

Large Rectangle: 336 X 280 Px

Mobile Portrait: 320 X 480 Px

*** Don't have ads? MRA's Design Team can create your ad package for \$200*

CORPORATE SPONSORSHIPS

Corporate Sponsorships

The Show-Me Partnership

A nod to Missouri's brand as The Show-Me State, this membership represents a influential commitment to the MRA's mission by engaging with members with visibility and engagement throughout the year. Benefits Include:

- Specialized coverage across the state of Missouri
- Basic business listing in digital Vendor Directory & Member's Buyers Guide
- Opportunity to include an offer in MRA's Member Exclusive Savings Program
- Promotional spotlight opportunity via MRA e-mail or social media.
- Exclusive Invitations to member-only networking events, webinars, seminars & more
- 20% Off All MRA Ticketed Events
- Early Access to Event Sponsorship
- Special access opportunities and potential for revenue share partnership
- Logo Placement on all MRA Communications
- Complimentary AI Marketing Affinity Campaign - Valued at \$500
- Recognition of Logo and Branding with the MRA Education Foundation

Heart of the Industry Partnership

Heart of the Industry partners are trusted allies of the Missouri Restaurant Association, and deeply committed to the growth and success of the restaurant and hospitality community. This Partnership includes everything above plus:

- Logo Placement on all MRA Communications
- Logo Placement on MRA Homepage under Partnership and Sponsor Section
- Complimentary AI Marketing Affinity Campaign - Valued at \$1,000
- Recognition of Logo and Branding with the MRA Education Foundation
- Presenting Sponsor Status of an MRA, GKCRA, GSTLRA, SWMRA, MMRA event
- Ability to gift a one-year membership to a new restaurant member of your choice (requires approval from a MRA Staff Member)



ALLIED MEMBERSHIP

Investing in your business with an MRA Allied Membership gives you exclusive access to a variety of resources. Take advantage of targeted marketing opportunities within the hospitality industry, discounted products and services, networking events with industry leaders, and more. We offer two levels of membership to help you achieve your goals.

REGIONAL MEMBERSHIP: \$495

- Specialized coverage in one region of Missouri (Greater Kansas City, Greater St. Louis, Mid-Missouri, Southwest Missouri, South East Missouri)
- Basic business listing in digital Vendor Directory & Member's Buyers Guide
- Opportunity to include an offer in MRA's Member Exclusive Savings Program
- Exclusive Invitations to member-only networking events, webinars, seminars & more
- 20% Off All MRA Ticketed Events
- Early Access to Event Sponsorship

STATEWIDE MEMBERSHIP: \$797.50

- Specialized coverage across the state of Missouri
- Basic business listing in digital Vendor Directory & Member's Buyers Guide
- Opportunity to include an offer in MRA's Member Exclusive Savings Program
- Promotional spotlight opportunity via MRA e-mail or social media.
- Exclusive Invitations to member-only networking events, webinars, seminars & more
- 20% Off All MRA Ticketed Events
- Early Access to Event Sponsorship



**All memberships can be paid in monthly installments. Under our terms and conditions for monthly customers, you are required to pay the full amount for all 12 months.*