



Your Premier Takeout and Catering Guide

# The RTC DIRECTORY

## 2025 RATE CARD

Become An Advertising Partner And Receive Exclusive Offers & Additional Benefits!



The RTC DIRECTORY: When You Really Need To Know... "WHAT'S FOR LUNCH?"

### The RTC DIRECTORY

(aka The Food Phonebook)

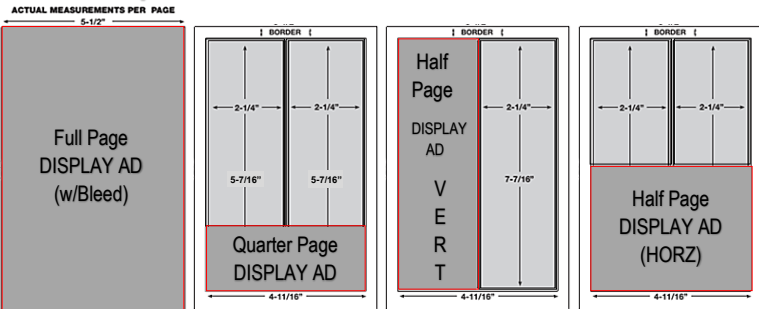
conveniently places all things food & beverage in one place and replaces those countless takeout menus stuffed in folders.

Our User focused print directory will be distributed to professional office environments that rely on take-out and catered food daily during the work week, providing advertisers with direct access to local business professionals who are seeking to buy, and buy now.

JOIN NOW

COMING SOON!

Space Is Limited



The RTC also offers Bulk Subscription Sales Contracts, allowing us to create a network distribution partnership through various carefully created joint-ventures with local hotel chains, supermarkets, grocery stores, and other retailers, placing your product in the hands of our Users, but also in front of their potential customers.

- SIZE:** 5-1/2" x 8-1/2" Digest Style Directory Magazine
- FREQUENCY:** 2x/year (Spring/Summer Issue / Fall/Winter Issue)
- PRINTED CIRCULATION PER ISSUE:** 100,000+
- ESTIMATED PRINT & DIGITAL AUDIENCE PER ISSUE:** 400,000
- DISTRIBUTION:** Baton Rouge and surrounding parishes

#### PRINT DISPLAY ADVERTISING RATES

SIZE	SUBSCRIPTION RATE		
	1 ISSUE	2 ISSUES	4 ISSUES
Full Page AD w/bleed	\$6,000	\$5,700/ISSUE	\$5,400/ISSUE
Half Page Vert	\$3,500	\$3,325/ISSUE	
Half Page Horz	\$3,500	\$3,325/ISSUE	
Quarter Page	\$2,500		

#### PREFERRED POSITION ADVERTISING RATES

SIZE	SUBSCRIPTION RATE		
	1 ISSUE	2 ISSUES	4 ISSUES
Front Cover Sponsorship	\$20,000		
Inside Front Cover	\$8,500	\$8,300/ISSUE	\$8,000/ISSUE
Page 2 (Opposite Table of Contents)	\$7,000	\$6,800/ISSUE	\$6,500/ISSUE
Table of Contents	\$7,500	\$7,300/ISSUE	\$7,000/ISSUE
Double Truck / Two Page Spread	\$10,000	\$9,800/ISSUE	\$9,500/ISSUE
Last Page	\$6,500	\$6,300/ISSUE	\$6,000/ISSUE
Inside Back Cover	\$8,300	\$8,100/ISSUE	\$7,800/ISSUE
Back Cover	\$10,000	\$9,800/ISSUE	\$9,500/ISSUE
Directory Spine	\$5,000	\$4,900/ISSUE	\$4,800/ISSUE
Area Locabr Map Sponsorship	CALL TO REQUEST A QUOTE		

All AD rates are per issue. All rates are net. All ads are four color.

### AD PREPARATION

**CAMERA READY:** Camera ready advertisement submission for Display ADs must be provided as high-resolution (300dpi), CMYK, PDF/X-1a file format.

- Camera ready ads can be submitted to [advertising@thertcdirectory.com](mailto:advertising@thertcdirectory.com). Please put *The RTC DIRECTORY* in the subject line.

**DESIGN:** All Menu ADs shall be created solely by NEW HEIGHTS BMC MEDIA in accordance with the guidelines and requirements of The RTC DIRECTORY at no initial cost to the advertiser, however additional charges may apply for edits.

NEW HEIGHTS BMC MEDIA will design your Display AD for a fee of \$500.00.

- Please submit photos, copy, and any other materials needed to produce your ad two (2) weeks before the materials deadline to allow for design time and approvals.

All advertising materials produced, designed, or created by NEW HEIGHTS BMC MEDIA for The RTC DIRECTORY, including layouts and proofs, shall remain the property of NEW HEIGHTS BMC HOLDINGS, LLC and shall be for exclusive use with The RTC DIRECTORY or related advertising. All available copyright and intellectual property protections shall apply. Advertising materials produced, designed, or created by NEW HEIGHTS BMC MEDIA may be purchased by the client for unlimited use for an additional fee where prior arrangements have been made.



For more information please contact:  
NEW HEIGHTS BMC  
Ph: (225) 230-FOOD  
[Advertising@TheRTCDirectory.com](mailto:Advertising@TheRTCDirectory.com)

REGISTER AT: [www.foodphonebook.com](http://www.foodphonebook.com)



# ONLINE & DIGITAL

## ONLINE PROMOTION:

We have an online presence via our website (TheRTCDIRECTORY.com), making The RTC DIRECTORY accessible anytime and from anywhere.

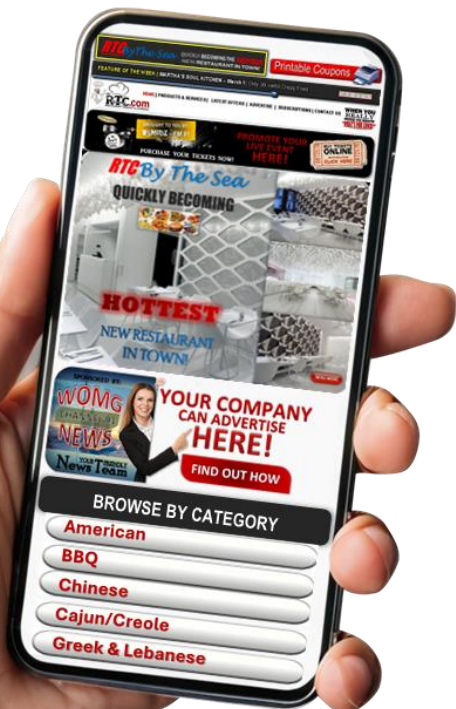
As long as there's an internet connection, Users can browse through a vast array of food options from their smartphones, tablets, or computers, making it incredibly easy and convenient to find delicious food while at work, from hotel rooms,

## PRINT, MEDIA, DIGITAL, JOINT PROMOTIONS, & LIVE EVENTS:

We utilize our print directory, traditional multimedia, digital platforms, joint promotions, an aggressive social media presence, and live events for the promotional marketing and advertising of The RTC DIRECTORY, amplifying advertisers visibility through multiple partnering channels, capturing a massive audience and broad range of Users, which are crucial for modern marketing.

## REAL-TIME UPDATES:

TheRTCDIRECTORY.com is updated in real-time, frequently highlighting special offers, discounts, and daily promotions offered by our advertising restaurants, ensuring Users can take advantage of these deals and try new dining experiences, as well as having access to the latest information on restaurant openings, menu changes, daily deals, special promotions, and even live events.

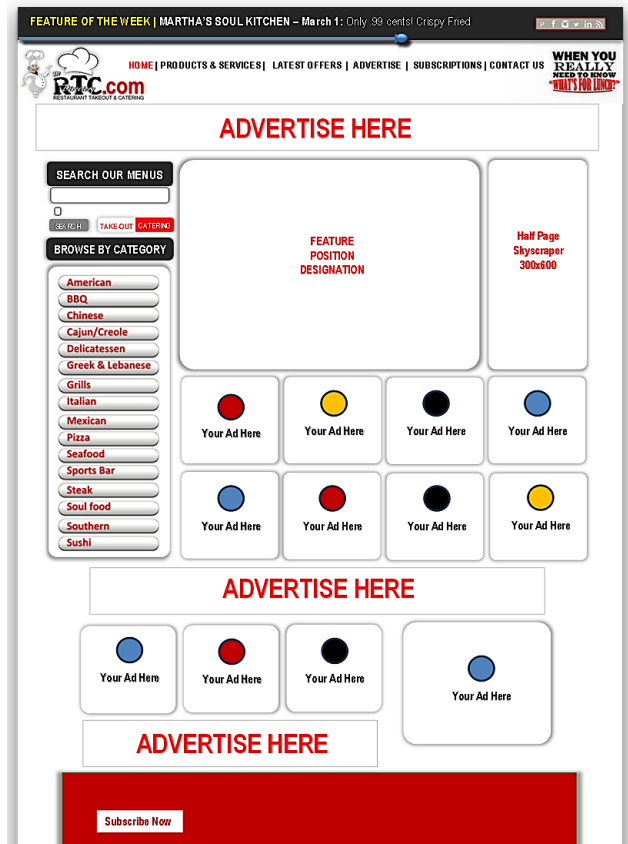


## ONLINE & DIGITAL DISPLAY ADVERTISING RATES

ONLINE	SPECS	WEEKLY	MONTHLY
Super Leader Board	970 x 90	\$1,250	\$4,800
Leader Board	728 x 90	\$950	\$3,600
Large Rectangle	600 x 300	\$950	\$3,600
Medium Rectangle	300 x 250	\$850	\$3,200
Half Page Skyscraper	300 x 600	\$900	\$3,400
Wide Skyscraper	160 x 600	\$950	\$3,600
Custom Rooftop	TBD	TBD	TBD
Poll Sponsorship	300 x 100	\$799	N/A
Email Tile	180 x 150	\$700	N/A
Branded Header	150 x 30	TBD	TBD
Branded Side Panel	TBD	TBD	TBD
Site Reskin	TBD	TBD	TBD
Pre-Homepage Interstitials	900 x 500	\$1,200	\$4,400
Masthead Ad Units	970 x 250	TBD	TBD
Video Pre-Roll A	640 x 360	TBD	TBD
Video Pre-Roll B	720 x 480	TBD	TBD
Co-Ad A	300 x 60	TBD	TBD
Co-Ad B	300 x 250	TBD	TBD

## TheRTCDirectory.com

Homepage Ad Units & Specs



# PROMO MARKETING

*Consecutive Title Sponsorship years of The RTC Annual Promotional Calendar will be permitted with company approval.*

## THE RTC HOME PAGE TAKE OVER:

The RTC Home Page Take Over (HPTO) is a sponsorship in which most of TheRTCDIRECTORY.com's Home Page Ad Units focuses on one advertiser for an entire 24-hour period. The HPTO is available for sale on the first Monday of every month, but for only ten (10) of the 12 months each year.

## THE RTC COVER TAKE OVER:

The RTC Cover Take-Over (CTO) is a sponsorship in which 100% of TheRTCDIRECTORY.com's Home Page Ad Units, including the site reskin, focuses on one advertiser in a 24-hour period. It also includes a Sponsorship feature on the cover of 50,000 printed copies of The RTC DIRECTORY, as well as 1-Full Page Display Ad, and an Advertorial (Ad+Editorial) inside the printed directory and in the Feature Position on the websites' Homepage.

## THE RTC LUNCHBOX DEAL-OF-THE-DAY:

The RTC Lunch Box Deal-of-the-Day is one of our primary business marketing systems. Download QR codes, printable coupons, or digital coupons for daily promotional deals that can be redeemed at the scheduled rotating restaurants, food & beverage retailers, or edible product vendors.

## THE RTC RESTAURANT FEATURE-OF-THE-WEEK:

The RTC Restaurant Feature-of-the-Week is another business marketing system that offers downloadable QR codes, printable coupons, or digital coupons for daily deals much like The RTC Lunch Box Deal-of-the-Day. However instead of the deal being featured for one day, the restaurant is featured for the entire week (Mon-Fri), and it decides what to promote.

**(FEATURE-OF-THE-WEEK PROMO IS FOR RESTAURANTS ONLY)**

## THE ANNUAL PROMOTIONAL CALENDAR TITLE SPONSORSHIP:

The RTC Annual Promotional Calendar will feature one participating advertising restaurant each month. The promotional calendar will be printed annually and used as a free promotional give-away. It will also be hand delivered to doctors' offices, physician clinics, executive suites, law firms, and chemical plants, as well as other business environments that rely on take-out and/or catered food for lunchtime meals.

The RTC Annual Promotional Calendar Title Sponsorship is sold annually to one Title Sponsor for a one-time fee per calendar year. However, this promotional sponsorship is sold on a first-come-first-serve basis.

## THE RTC ANNUAL PROMOTIONAL CALENDAR TITLE SPONSORSHIP



## Business Marketing Systems

### ONLINE & DIGITAL BUSINESS MARKETING SYSTEMS

PROGRAM NAMES / SPECS	DAILY	WEEKLY	MONTHLY
Digital AD + Coupon Marketing	N/A	\$950	\$3,600
Sponsored Video Channel	N/A		
The RTC Media Takeover - Home Page	\$4,200 /1x	N/A	N/A
The RTC DIRECTORY Cover Takeover	Call for Quote	N/A	N/A
The RTC Annual Promotional Calendar	\$30,000 /1x	N/A	N/A
Coupon Marketing	\$100	\$450	\$1,800

# ADVERTISING SUBSCRIPTIONS

The RTC Advertising Subscriptions offers different pricing tiers or plans, allowing our Non-Food Partners to choose the level of access or additional features that align with their needs.

## Benefits and Features

The RTC Advertising Subscriptions offer several benefits that make them appealing to both restaurant & catering advertising customers and non-food businesses:

**a. Convenience and Accessibility:** The RTC Advertising Subscriptions provide convenient access to our products, services, and latest content. Advertisers can enjoy continuous access to what they need, whether it's print, online, digital, or a combination of each.

**b. Cost Efficiency:** The RTC Advertising Subscriptions offer cost savings compared to purchasing our individual advertising products or services separately. You can bundle a selection of our offerings and receive an even more affordable price.

**c. Continuous Value and Updates:** The RTC Advertising Subscriptions ensure our advertising customers receive ongoing value. We frequently update our products and service offerings, providing new features, content updates, or improvements to keep Users engaged and satisfied. This continuous value delivery helps to build customer loyalty and encourages long-term User subscriptions.

Frequent updates offer a convenient way for Users to discover and try new restaurants and receive a curated selection of food & beverage products on a recurring basis, while also providing Non-Food advertisers with frequent joint-promotion opportunities, regular product updates, and ongoing marketing & advertising support.



The RTC DIRECTORY features over 50 different promotional marketing and advertising products and services to meet your needs.

**Become A Partnering Advertiser And Save Almost 20% Off Your Advertising Campaign!**

## NON-RESTAURANT BUSINESSES

BEST VALUE		SUBSCRIPTION RATE	
PLATINUM MARKETING PLAN		1 ISSUE	MONTHLY
PRODUCT SPECS	1 ISSUE		
Full Page AD w/bleed	\$6,000/ISSUE	\$4,500/ISSUE	\$750
Digital AD Unit (Leader Board)	\$3,600/one month	\$3,400/one month	\$566
Digital Coupon Marketing	\$400/one month	\$400/one month	\$67
<b>TOTAL VALUE =</b>	<b>\$10,000</b>	<b>\$8,300</b>	<b>\$1,383 /mo</b>
			<b>YOU PAY</b>

MOST POPULAR		SUBSCRIPTION RATE	
GOLD MARKETING PLAN		1 ISSUE	MONTHLY
PRODUCT SPECS	1 ISSUE		
Full Page AD w/bleed	\$6,000/ISSUE	\$4,500/ISSUE	\$750
Digital AD Unit (Medium Rectangle)	\$3,200/one month	\$3,000/one month	\$500
Digital Coupon Marketing	\$400/one month	\$400/one month	\$67
<b>TOTAL VALUE =</b>	<b>\$9,600</b>	<b>\$7,900</b>	<b>\$1,317 /mo</b>
			<b>YOU PAY</b>

SILVER MARKETING PLAN		SUBSCRIPTION RATE	
PRODUCT SPECS		1 ISSUE	MONTHLY
Full Page AD w/bleed	\$6,000/ISSUE	\$4,500/ISSUE	\$750
Digital AD Unit (Medium Rectangle)	\$3,200/one month	\$3,000/one month	\$500
<b>TOTAL VALUE =</b>	<b>\$9,200</b>	<b>\$7,500</b>	<b>\$1,250 /mo</b>
			<b>YOU PAY</b>

BRONZE BEGINNERS PLAN		SUBSCRIPTION RATE	
PRODUCT SPECS		1 ISSUE	MONTHLY
Half Page AD	\$4,000/ISSUE	\$3,800/ISSUE	\$633
Digital AD Unit (Medium Rectangle)	\$3,200/one month	\$3,000/one month	\$500
<b>TOTAL VALUE =</b>	<b>\$7,200</b>	<b>\$6,800</b>	<b>\$1,133 /mo</b>
			<b>YOU PAY</b>

**Each Advertising Subscription Term Is For A Min of Six (6) Months (Per Issue of The RTC DIRECTORY)**

# THE RTC DIRECTORY MEMBERSHIPS

With **The RTC Membership**, you get a more personalized experience, tailored benefits, and content that fits your individual preferences. The RTC Membership also grants access to exclusive privileges, prioritized scheduling, specialized content, and preferred partnering for B2B networking opportunities.

## Benefits and Features

The RTC Membership offers several benefits and features that makes it attractive to both restaurant & catering advertising members, food & beverage vendors, and non-food businesses:

**a. Exclusive Access:** The RTC Membership provides exclusive access to specialized content, services, experiences, and events, as well as special promotions, additional discounts, and loyalty rewards to membership subscribers.

**b. Enhanced Value Proposition:** The RTC Membership provides members with additional benefits such as exclusive discounts, personalized marketing campaign recommendations, early access to sales on our products and services, preferred pricing, priority customer support, and member-only events to provide a more comprehensive offering.

**c. Prioritized Scheduling:** The RTC Membership provides prioritized scheduling to participating members for specialized promotions such as The RTC Feature-of-the-Week and The RTC Lunchbox Deal-of-the-Day, as well as prioritized scheduling for seasonal marketing campaigns and during events.

**d. Continuous Engagement:** The RTC Membership offers members exclusive access to premium advertising features, specialized content, enhanced support, advanced functionalities, and regular interactive experiences, keeping our Users (your customers) engaged and invested, increasing loyalty and retention rates.

**e. Community and Networking:** With The RTC Membership you will be a part of a community where like-minded individuals can connect, collaborate, and share experiences, as well as receive access to specialized resources, industry updates, knowledge sharing, and opportunities for professional development.

Additionally, The RTC Membership creates strategic partnerships, networking forums, and B2B joint-promotional opportunities, providing access to exclusive events where members can interact with each other, participate in joint promotions, collaborate on cross-promotional campaigns, as well as provide product input and service recommendations.

**Membership Dues are paid annually, however monthly payment options are available if preferred.**

*The RTC DIRECTORY Advertising Memberships seek partners from the restaurant, foodservice, hospitality, hotel, and tourism industries.*

## FOOD SERVICE OPERATOR MEMBERSHIP

**Restaurants:** Represent table service, quick service, fast-food, and cafeterias.  
**Caterers:** Represent catering companies, on-site food service and, food trucks.  
**Food & Beverage Retail:** Represent food, beverage, and edible product vendors.

**Food Service Operator Memberships** allows our members to enjoy benefits such as additional discounts, exclusive events, and specialized promotions, permitting us to provide a more comprehensive membership offering.

## FOOD SERVICE ALLIANCE MEMBERSHIP

**Food Service Alliance Members (Industry associations, suppliers, distributors, and consultants)**

**Food Service Alliance Members:** Represent any company, including industry associations, suppliers, distributors, and consultants which supplies goods and services to the restaurant, catering, food & beverage and hospitality industries.

**Alliance Memberships** provides opportunities to cost-effectively reach business prospects, build customer relationships, collaborate on projects, enhance your company's image, and gain supportive access to our restaurant partners.

THE RTC MEMBERSHIP FEATURES & BENEFITS	FOOD SERVICE OPERATOR MEMBERSHIP	FOOD SERVICE ALLIANCE MEMBERSHIP
Use of <b>The RTC Membership logo</b> on your website and marketing materials to position your company as a partner and supporter of The RTC DIRECTORY.	✓	
Use of <b>The RTC Membership logo</b> on your website, and on industry events marketing materials to position your company as an Alliance Partner and supporter of the restaurant industry.		✓
Preferred pricing on products and services	✓	
Special promotions and additional discounts	✓	✓
Discounts on personalized marketing campaigns	✓	
Exclusive <b>member-only sponsorship</b> offerings	✓	✓
Early access to new products, services, and event plans	✓	✓
Prioritized scheduling for specialized promotions	✓	
Loyalty rewards to membership subscriptions	✓	✓
Participation in exclusive B2B joint promotions	✓	✓
Unique collaborations on cross-promotional campaigns	✓	
Priority Member access to <b>sponsorship opportunities</b>		✓
Exclusive member-only events to interact with each other	✓	
Special discounts on traditional media partnering	✓	
Member directory for referrals and increased communication	✓	✓
Virtual events allowing attendance if can't be there in person	✓	✓
Network directly with food & beverage operators	✓	✓
Receive special discounts on traditional media partnering	✓	✓
Increase market awareness and enhance your overall brand	✓	✓
Priority customer support	✓	

**Other membership benefits include:**

Industry breakfast invitations	✓	✓
Association and organizational awards	✓	
Member only coupons and discounts	✓	✓
Gift Cards	✓	
Local and community partnerships	✓	✓
Corporate partnerships	✓	✓
Job board	✓	
Event calendar	✓	✓
	<b>ANNUAL DUES: \$600</b>	<b>ANNUAL DUES: \$1,200</b>