



# chain leader

## Connect with restaurant operators online

## Meet operators where they are when they make purchasing decisions

Restaurants & Institutions and Chain Leader return to the online foodservice world for executive decision makers at commercial and non-commercial operations.

The fresh new website features research, industry trends, career development insight and opportunities, events, and the recipes that feed your menus, specials and seasonal features as you grow your business.

Recipes comes from four-star chefs, culinary schools, restaurant chains, cookbooks, independents - and you.

Promote your products and services to this executive restaurant audience - from independent operators to national chains.

Position your product usage examples, jobs and offers throughout the website or within one or more of the site sections.



rimag.com | chainleader.com

### Audience

- Target Audience: Foodservice Operators across all concepts and segments
- Estimated Reach: 100,000+ unique visitors monthly

### Advertising Options and Rates

The website has multiple advertising opportunities for your brand, products or services, career opportunities, events and recipes.

**Reach thousands  
of restaurant and foodservice  
operators daily**

Leaderboard (ROS): 728X90 pixels; linking URL; 40K maximum file size, JPG or GIF, no Flash animation.

Rate: \$500/month

Rectangle (ROS): 300X250 pixels; linking URL; 40K maximum file size, JPG or GIF, no Flash animation.

Rate: \$750/month

Skyscraper (ROS): 160X600 pixels; linking URL; 40K maximum file size, JPG or GIF, no Flash animation.

Rate: \$600/month

Button (ROS): 246X90 : pixels; linking URL; 40K maximum file size, JPG or GIF, no Flash animation.

Rate: \$400/month

### Job Board Listing Rates

30-day, single job posing = \$300 ~~\$250~~ when you list your job by **September 30, 2011**

60-day, single job posting = \$450

90-day, single job posting = \$600

Ask your rep about package prices and discounts!

To advertise online, contact your mardevdm2 account manager at +1.800.323.4958