

# Restaurant Startup & Growth

Helping Restaurants Profit And Grow

## 2016 Classified Rates & Dates

### Reaching New Independents with RS&G Classifieds: Long-Term, Low-Cost Results

Independent restaurants offer a great opportunity for product and service sales because they are "independent." They don't have to ask the home office for permission or have prepriced products from companies they are required to use from their home office. Independents have direct buying authority and the money to spend to fit their own business needs as they come up.

And it's a big segment! There are thousands of independents who need to know about what you can offer them to help turn their good restaurant into a great business. **RS&G's** strong monthly editorial is totally focused on independents and those who are in the process of opening and growing new locations.

**RS&G Classified** reach these independent buyers when they are buying. The keys to any successful marketing program is reaching the right people, with the right information at the right time. That's where **Restaurant Startup & Growth** monthly editions can help inform, persuade and remind of why your products can help them be successful.



## TWO RS&G CLASSIFIED FORMATS TO HELP YOU REACH STARTUPS

**There are only 3 ways to build new business for your company:**

1. Sell More to Current Customers.
2. Sell to Your Competitor's Customers.
3. Sell to startups (it's a big market ready to buy).

**Startups are on the "PATH TO PURCHASE," reach and brand them early, and they'll stay with you.**

### SAMPLE DISPLAY CLASSIFIED

**We GUARANTEE we can save you money on your food costs!**

Our customers save between 3-8% on their food costs using ChefTec. Try it and if you don't agree - return it for a full refund!

- Inventory Control
- Purchasing & Ordering
- Recipe & Menu Costing
- Nutritional Analysis

**1-877-CHEFTEC**

**ChefTec**

www.ChefTec.com

Culinary Software Service, Inc. • 2930 Center Green Court, Boulder CO 80301

### SAMPLE WORD AD

**RESTAURANTS FOR SALE ONLINE**

The Source For  
Buying and Selling Restaurants  
Thousands of listings NATIONWIDE

**Visit us at:**  
**www.restaurants-for-sale.com**

### Word Classifieds \$2.50 Per Word

50 Words = \$100

75 Words = \$150

100 Words = \$200

Run Ad 3X and Recieve 10% Discount

### Touchpoints

**RS&G** uses a variety of sources to reach those in the opening phase of their business. These include new business licenses collected from local government agencies, distributor inputs, restaurant associations, culinary schools, online sourcing and a variety of other methods. Each member of [www.restaurantowner.com](http://www.restaurantowner.com) also receives the magazine as part of their paid membership.

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There are a wide variety of display classified advertising sizes available in RS&G.

**BASE RATE:** \$140 per column inch — you select the size or pick a preset size as shown here.

**FREQUENCY:** RS&G offers discounts based on the number of times you place your advertising. Remember, you can choose any size you need. The sizes shown here are a few examples.

**1c x 1" = \$140**  
(Column Width is 2.15")

**1c x 5" = \$700**  
**3X = 10% Discount**  
**6X = 20% Discount**  
**12X = 30% Discount**

**2c x 2" = \$560**  
**3X = 10% Discount**  
**6X = 20% Discount**  
**12X = 30% Discount**

**2c x 3" = \$840**  
**3X = 10% Discount**  
**6X = 20% Discount**  
**12X = 30% Discount**

**2c x 4.5" = \$1,260**  
**3X = 10% Discount**  
**6X = 20% Discount**  
**12X = 30% Discount**