

Adding Technology to the Menu

We live in a digital age, and so do your customers, to further improve the response to your print campaign we suggest you take a look at your digital presence and make sure you have the following:

- Mobile version of your website that is easy to see and navigate.
- Proper optimization of your website.
- A strong, highly targeted digital display campaign.
- An ad that follows potential customers after they have visited your site, reminding them over and over again how great your business is.
- Text marketing that really works and gets people through the door.



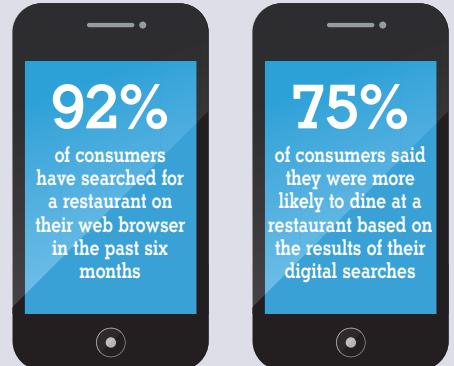
Advertise
your restaurant
or bar to 3.1
million monthly
cleveland.com
visitors

Digital Capabilities

- Business Directory Listings
- Short Message Service (SMS) solutions
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Optimization (SMO)
- Digital Ad Impressions through:
 - cleveland.com
 - Extended Reach Network
 - Desktop
 - Mobile Devices
- Audience Targeting Capabilities:
 - Geographic
 - Contextual
 - Behavioral
 - Demographic
 - Re-messaging

We'll sit down with you to discuss your business needs, not just offer you cookie cutter ad packages. We provide full-service consulting to help you reach your goals and work with you to develop multi-media solutions that detail all aspects of your marketing campaign. Once we've worked together on a plan, we can even offer digital and print creative services at no additional cost allowing you to do what you do best: focus on your business and your customers.

Search Results¹



Social Media²



Restaurants are increasingly using social media to connect with tech-savvy customers:

9 in 10 restaurateurs say social media will become a big part of their marketing plan.

And consumers are increasingly using social media to enhance their restaurant experience.

2014 Restaurant Program



Cleveland is a foodie town – don't miss out on showcasing your restaurant or bar to our highly engaged food-loving readers!

For details, contact your Northeast Ohio Media Group Account Executive or:
Sarah Short 216-999-3504 sshort@cleveland.com

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¹Single Platform and Chadwick Martin Bailey, April 2013.

²National Restaurant Association, May 2012.

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Deliver your message to the largest audience in Northeast Ohio!

The Plain Dealer readers are food-focused and constantly seeking the best new restaurant, offer, or dinner-themed event. Make sure the diners in Northeast Ohio are aware of your Mother's Day brunch or New Year's Eve dinner bash. With The Plain Dealer's restaurant-focused Taste section and Friday Magazine, we already have the reach and crowd you're looking for!



Friday Magazine

Over 360,000 readers of Friday Magazine say they have eaten out an average of 4.33 times in the past 30 days at a sit-down restaurant. Diners have an average income of \$68,215.

Appetizing Marketing Opportunities for your restaurant to be seen by over 1.9 million engaged readers in the Cleveland area.



Taste

Frequent diners in the Cleveland area have eaten out 3.42 times at a sit-down restaurant in the last 30 days. Of these frequent diners, 525,112 people read The Plain Dealer.

*Source 2013 Cleveland/Akron release 2 Scarborough Report. Copyright 2013 Scarborough Research. All rights reserved.

2014 FRIDAY MAGAZINE ADVERTISING OPTIONS

Your restaurant or bar will benefit from advertising within our special restaurant-focused Friday Magazine features in 2014. Select the events and weeks that are most relevant to your restaurant or bar to ensure that your message is seen by our large and engaged audience when it's most important to YOU. Your ad will run in a Friday Magazine advertising composite with an event-themed header. We encourage you to pick up the same ad in our weekly Taste section – for added exposure and to earn a discount on your Friday Magazine investment. Additional discounts available for committing to multiple weeks.

Valentine's Day



- Feb 7
- Feb 14

Fish Fry for Lent



- Feb 28
- Mar 7
- Mar 14
- Mar 21
- Mar 28
- Apr 4
- Apr 11

St. Patrick's Day



- Mar 7
- Mar 14

Indians Opening Day



- Mar 28
- Apr 4

Easter Dining



- Apr 4
- Apr 11
- Apr 18

A-List Restaurant Guide



- Apr 25

Cinco de Mayo



- May 2

Mother's Day



- Apr 18
- Apr 25
- May 2

Father's Day



- Jun 6
- Jun 13

Patio Guide



- Jul 11

Bar/Happy Hour Guide



- Nov 14

New Year's Eve



- Dec 5
- Dec 12
- Dec 19
- Dec 26

DEADLINES:

Space Reservation: Tuesday prior at 3 PM

Materials Deadline: Wednesday prior at 5 PM

Mother's Day Composite



The Restaurant Issue A-List serves a rich menu



A-List Restaurant Guide

