



RestaurantChains.net

2007-2008 Media kit for the RestaurantChains.net Alerts Newsletter

Sent weekly to 47,000
restaurant executive
subscribers.

"I applaud you and your services regarding the work and effort you provide to our group, Chicken In The Rough. The message is clear and without a lot of extra fluff.

"It saves us time and, in reality, informs us as to what is going on in this very volatile food service business. It also lets us know whom we want to contact and possibly do business with".

J. Carroll, Chicken in the Rough.

Call: 914-591-4297

Email: sales@restaurantchains.net



RestaurantChains.net

The RestaurantChains.net Alerts Newsletter

- Original benchmarked content that is never recycled from other news sources.
- Newsletter editorial from the only company who traces growth in more than 7,000 U.S. & Canadian restaurant concepts each trimester.

"Thank you for including me in your program. Your data is straightforward, easy to comprehend and quick to review." Jack. B., Cozymels



What is the RestaurantChains.net newsletter?

- The newsletter is published on Tuesdays, highlighting some of the changes that occur (in some of the) growing restaurant concepts we trace during recent trimester interview periods.
- We choose between 12 and 15 original alert stories each week. Alerts are additions, changes and modifications to the RestaurantChains.net directory. Then, we take those alerts and editorialize the content which is viewed in the weekly newsletter.
- We publish concise, original content not published anywhere else.
- Our newsletters are fully researched and published in-house. We don't publish other companies recycled news that recipients have already read elsewhere.
- An audience who is highly committed. Our newsletter is read by more than 10,000 people per week (at least once) and forwarded to countless others.

"You do a great job, please keep it up".

You are doing something no one else is doing."

H. Loa-Infinq.



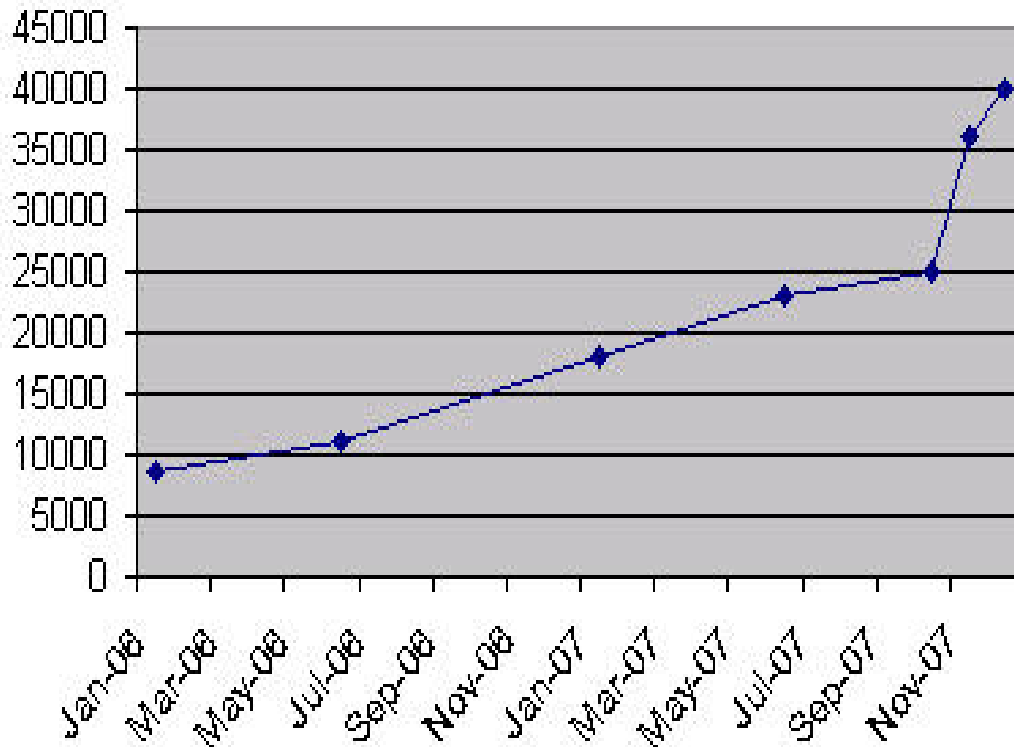
Why advertise in the RestaurantChains.net Alerts Newsletter?

- Our newsletter is well received and read by top-tier executives across the U.S. and Canada.
- We are on a lot of white lists. We receive high delivery rates of acceptance at 90% or better.
- We publish breaking news that readers look forward to. Often you will see companies highlighted in our newsletter appear days weeks and months later in other publications.
- Circulation is controlled. Our mission is to reach individuals at restaurants as well as corporate officers. Reaching decision makers is our main concern. Less than 3% of all of our send to addresses are free email accounts such as @yahoo, @ hotmail, etc.
- An un-cluttered platform for advertisers helping to deliver a speedy ROI. With a reliance on unique and powerful content your advertising dollars will get noticed.

“My associates and I have always found your newsletter an asset to our company by providing precise detailed information on an ever growing segment of our market chain restaurant business.”

*S. Levine-Epic
Industries*

Circulation Counts



"Your newsletter is very impressive."
T. Dapp- Dagwoods Restaurants

Strong monthly opt-in growth since January 06' inception.

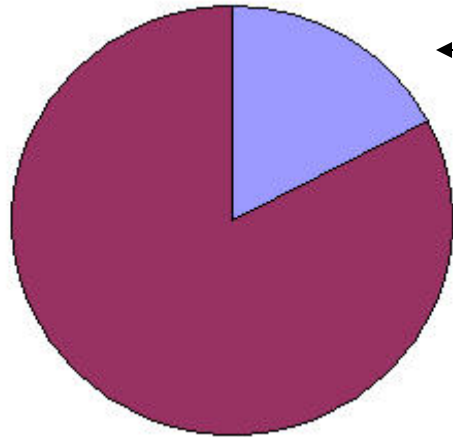


RestaurantChains.net

Circulation Divisions

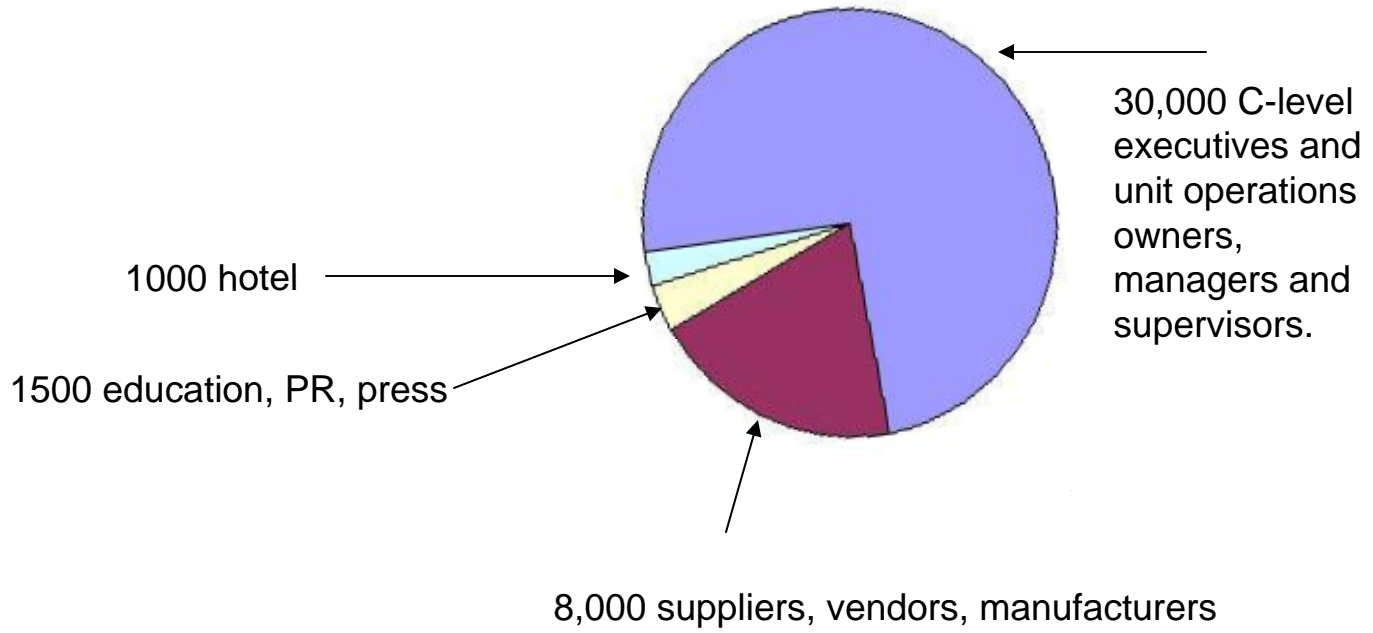
“The newsletter is the leading source of contact information that we use at Southeast Food Service News.”

*E. Fisher-
Southeastern
Foodservice News.*



22% of recipients are Corporate level decision makers.

78% of recipients are owners, managers or supervisors.



30,000 C-level executives and unit operations owners, managers and supervisors.

8,000 suppliers, vendors, manufacturers

1000 hotel

1500 education, PR, press



Multiple Advertising format choices



Top Leader Ad 468 x 60

Sponsor parts of 8 sections, provide a banner ad, or a text ad.

Growing Concepts



Repeat Growers



Sponsor sections 125 x 115 pixels Max

Emerging Concepts



Multiple Advertising format choices continued

Top Ten Growing Concepts



TOP TEN GROWING CONCEPTS

Restaurant Incubator Index



RESTAURANT INCUBATOR INDEX

Sponsor parts of 8 sections, provide a banner ad, or a text ad.

Text ad- 350 characters with a hyperlink



Banner ad 468 x 60

FRANCHISE
SPOTLIGHT



125 x 125

Plus up to 250 characters of text explaining the company's franchise offering.



Actual Ad sizes in pixel sizes

4 size and shapes of advertising opportunities



**125 X 115
IMAGE**

Sponsor Ad



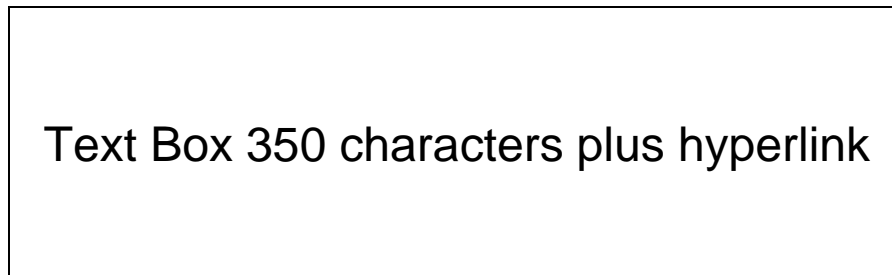
**468x60
IMAGE**

Banner Ad



**125x125
IMAGE**

Franchise spotlight



Text Box 350 characters plus hyperlink

Text Box

"Your newsletters are informative and I use them to get a quick glance into who is expanding and decreasing."

"Helpful in that often we will see our clients on your list and it gives me a quick heads up as to why the support calls are coming in the way they are".

O. Kingery, Eatec

Rates

	8-12 issues	13-20 issues	21-25 issues
Lead Newsletter Ad 468 x 60 Banner Ad	\$425 per issue	\$390 per issue	\$375 per issue
Top Ten List of Fastest Growing Concepts 125 x 115 Sponsor Ad As available is a 468 x 60 banner on the Top Ten Web	265 345 combo	235 320 combo	210 305 combo
Restaurant Incubator Index 125 x 115 Sponsor Ad As available is a 468 x 60 banner on the RII Web Page	265 310 combo	235 285 combo	210 265 combo
Growing Concepts 125 x 115 Sponsor Ad	265	235	210
Emerging Concepts 125 x 115 sponsor ad	265	235	210
Repeat Growers 125 x 115 Sponsor Ad	265	235	210
Text Advertising 350 characters plus hyperlink	220	205	190
Franchise Spotlight For Franchisors only	195	175	160
Ad Hoc Banner Ads Inside news area 468 x 60 Banner Ad	295	265	250
Ad Hoc Franchise Sponsor Ads In Franchise Spotlight Section only 125 x 125 Sponsor Ad	245	225	215



RestaurantChains.net

Expected Circulation Growth

2008 January	46,000
2008 April	52,000
2008 July	55,000
2008 October	60,000

"I like the information that you provide and find it very interesting. I especially like how concise the info is and that you and I agree on what the most important facts to know are."

M. Rickells - Cock of the Walk Restaurants

Rates are subject change. All rates listed are net rates per issue. Newsletters are currently issued 50 times per year.

Contracts for less than 13 issues do not have to be consecutive and availability will come on a first come, first served basis.

Recognized Agencies should add 15% gross for agency commissions.

Please contact sales@restaurantchains.net or call 914-591-4297.