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# RESTAURANT FACILITY MANAGEMENT ASSOCIATION

**THE DISH** WEEKLY ENEWSLETTER  
**INDUSTRY GUIDE** ONLINE BUYERS' GUIDE

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**NAYLOR**   
ASSOCIATION SOLUTIONS

 **RFMA**  
Restaurant Facility  
Management Association



## THE RFMA ADVANTAGE

**\$635.8B**

The combined restaurant industry generates **\$635.8 billion** in annual revenue.\*

**\$236.3B**

Members of the combined restaurant industry spend **\$236.3 billion** on products and services annually.\*

**\$782B**

**\$782 billion** in sales were generated by the national combined restaurant industry.\*\*

**1,270**

RFMA represents approximately **1,270 members** across the United States.\*\*

## PRODUCTS AND SERVICES PROFILE

Members are constantly in the market for products and services such as:

- HVAC/Maintenance
- Facility Maintenance Services
- Energy Management Systems
- Parking Lot Repair/Maintenance
- Kitchen Equipment Repair/Maintenance
- Grease Trap Hood Cleaning
- Signage
- CMS Systems
- Roofing
- Lighting

**REACH MEMBERS OF THE ONLY NON-PROFIT ASSOCIATION THAT FOCUSES ON RESTAURANT FACILITIES MANAGEMENT!**

**CONTACT YOUR NAYLOR REPRESENTATIVE TODAY!**



**INDUSTRY GUIDE  
ONLINE BUYERS' GUIDE**



**THE DISH  
ENEWSLETTER**



Source: \*IBISWorld Report 72211A, 72211B, 72221A, 72221B  
\*\*2017 Marketing Questionnaire

# THE DISH ENEWSLETTER

## ABOUT THE ENEWSLETTER

Now more than ever, professionals consume information on the go. *The Dish* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of over 1,400 decision-makers on a regular basis
- In addition to RFMA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other RFMA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



[www.naylor.com/rfm-nwl](http://www.naylor.com/rfm-nwl)

### Premium Leaderboard

- 12 Months | \$7,250
- 6 Months | \$4,000
- 3 Months | \$2,175

### Leaderboard

- 12 Months | \$6,000
- 6 Months | \$3,300
- 3 Months | \$1,800

### Top Sponsored Content

- 12 Months | \$5,500
- 6 Months | \$3,025
- 3 Months | \$1,650

### Rectangles 1 - 4 (300 x 100 pixels)

- 12 Months | \$5,250
- 6 Months | \$2,900
- 3 Months | \$1,575

### Second Sponsored Content

- 12 Months | \$5,000
- 6 Months | \$2,750
- 3 Months | \$1,500

### Rectangles 5 - 6 (300 x 100 pixels)

- 12 Months | \$4,750
- 6 Months | \$2,625
- 3 Months | \$1,425

Naylor charges a \$50 artwork surcharge for artwork creation or changes.  
 This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.

For the latest online specs, please visit: [www.naylor.com/online-specs](http://www.naylor.com/online-specs)



# INDUSTRY GUIDE

ABOUT *INDUSTRY GUIDE* – [WWW.RFMA.INDUSTRY-GUIDE.COM](http://WWW.RFMA.INDUSTRY-GUIDE.COM)

The *Industry Guide* is a user-friendly forum designed to bring suppliers and end-users together. Available whenever you need it, *Industry Guide* makes it easy to locate products and professional services geared to the restaurant management industry.

## A Reference at Your Fingertips:

- Cross-promoted in other RFMA communication pieces
- Optimized to drive traffic from search engines and the RFMA home page
- Efficient browsing with fewer clicks
- Users can set the *Industry Guide* as their default browser, bringing them to your listing
- Directs visitors to a landing page to learn more about your business
- Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content



## Highlights of the *Industry Guide*:

- Over 1,800 page views.
- More than 150 sessions.
- Over 11 pages viewed per session.
- 86% of users are new.



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For the latest online specs, please visit: [www.naylor.com/onlineSpecs](http://www.naylor.com/onlineSpecs)

### 1 Curtain Ad | \$3,000

Display your business uniquely on every page of the *Industry Guide* and showcase your company at the top of every page with a call to action. Viewers click and expand the ad to view your full message.

### 2 Banner Package | \$2,000

No matter what page of the *Industry Guide* visitors click on, your message will be prominently displayed! Your ad will be displayed on both Leaderboards, as well as in the Rectangle Ad position. Run-of-site. Three rotating companies.

### 3 Featured Companies | \$1,500

The Featured Companies section allows three rotating companies to showcase their offerings through two rotating rectangle positions. Includes company logo and short description. Run-of-site.

### 4 Rectangle 1 | \$1,250

### 5 Rectangle 2 | \$1,000

Rectangles appear in the second and third rectangle position on the right column of the category of your choice, as well as on the home page, ensuring your message impacts those in the market for your specific products and services. Only three rotating company per category.

# INDUSTRY GUIDE

WWW.RFMA.INDUSTRY-GUIDE.COM

The purchase of any *Industry Guide* display ad comes with a COMPLIMENTARY Premier Listing – a \$395

## Premier Listing Package | \$395

Premier Listings are designed to offer heightened visibility within *Industry Guide*. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information. Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

## Premier Listing additional features:

- Full-color company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Full-color product image and description linked to your website
- Google map of your business location
- Google site search: to search your website from your Premier Listing
- Request for information: a contact form to reach a representative from your business

**LISTING**

Category: HVAC > Service & Maintenance Corporation

**Service & Maintenance Corporation**  
1045 Macopin Road  
West Milford, NJ 07480

Phone: [View Phone Number](#)  
Website: [http://www.servicemaintenancecorp.com](#)  
E-Mail: [info@servicemaintenancecorp.com](#)

[TST Forward to a Friend](#)


**Company Description:**

**"SAMCO"**

Your HVAC partner for all your needs. We service and install all major manufactures equipment. From chillers, boilers, rooftop package units, computer rooms units, pumps, variable air volume units (VAV) and so much more. Service & Maintenance Corporation is your one-stop-shop for all your HVAC services, installation, repairs, or maintenance needs. Whether you're looking for help with something minor or need an experienced professional to take on a larger scale project — SAMCO is your go-to pro and ready to handle it all. Browse through the list of our services below, and get in touch for your free estimate. SAMCO service professionals are available year round, 24 hours a day. We specialize in completely customized preventive maintenance contracts, to better serve our clients' diverse needs.

SAMCO is a second generation family business that has been delivering expert mechanical contracting services since 1977. Our pro-active expertise covers project management, CAD system design and build, installation, testing and periodic maintenance. At SAMCO, we diligently help our clients avoid disasters, prevent costly repairs, and minimize down time.

**Product Information:**



**Products/Services:** Ice Machines  
Ventilation/Hood  
Hoods/Ductwork/Ventilation/Metal Fabrication  
HVAC

**Contacts:**  
John Coroneale [View Phone Number](#)

## MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES



### Guaranteed Position

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category on the home page of the *Industry Guide*, your company is the first that they see. Includes Premier Listing upgrade.

**Category Sponsor #1 | \$895**

**Category Sponsor #2 | \$795**

**Category Sponsor #3 | \$695**



### Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

**Upgrade | \$595**


Naylor charges a \$50 artwork surcharge for artwork creation or changes.

This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit: [www.naylor.com/online specs](http://www.naylor.com/online specs)

# PREMIER LISTINGS VERSUS BASIC LISTINGS

**> LISTING**  
Category : HVAC > Service & Maintenance Corporation




**Service & Maintenance Corporation**  
1045 Maroon Road  
West Milford, NJ 07480

Phone: [View Phone Number](#)  
Website: [www.servicemaintenancecorp.com](http://www.servicemaintenancecorp.com)  
E-Mail: [info@servicemaintenancecorp.com](mailto:info@servicemaintenancecorp.com)  
[Toll Free Forward to a Friend](#)

**Company Description:**  
"SAMCO"  
Your HVAC partner for all your needs.  
We service and install all major manufactures equipment. From chillers, boilers, rooftop package units, computer rooms units, pumps, variable air volume units (VAV) and so much more.  
Service & Maintenance Corporation is your one-stop-shop for all your HVAC services, installation, repairs, or maintenance needs. Whether you're looking for help with something minor or need an experienced professional to take on a larger scale project — SAMCO is your go-to pro and ready to handle it all. Browse through the list of our services below, and get in touch for your free estimate.  
SAMCO service professionals are available year round, 24 hours a day. We specialize in completely customized preventive maintenance contracts, to better serve our clients' diverse needs.  
SAMCO is a second generation family business that has been delivering expert mechanical contracting services since 1977. Our pre-active expertise covers project management, CAD system design and build, installation, testing and periodic maintenance. At SAMCO, we diligently help our clients avoid disasters, prevent costly repairs, and minimize down time.

**Product Information:**



**Products/Services:** Ice Machines  
Ventilation/Hood  
Hoods/Ductwork/Ventilation/Metal Fabrication  
HVAC

**Contacts:**  
[John Chagnon](#) [View Phone Number](#)

**> LISTING**  
Category : HVAC > Bonded Filter Company

**Bonded Filter Company**  
1 Vantage Way  
Suite D-210  
Nashville, TN 37228

Phone: [View Phone Number](#)  
Fax: [View Fax Number](#)  
Website: [www.bondedfilter.com](http://www.bondedfilter.com)  
E-Mail: [jdorsey@bondedfilter.com](mailto:jdorsey@bondedfilter.com)

**Products/Services:** HVAC

## Premier Listing includes:

- Premium Placement Above Basic Listings
- **Full-Color Company Logo**
- Company Name
- **Company Contacts**
- - Up to five with separate title, email and phone number for each person
- Full Mailing Address
- Phone Number
- Fax Number
- **Active Web link**
- Active Email
- **Active Facebook, Twitter and LinkedIn links**
- **"Forward to a Friend" Capability**
- **Product/Service Category Listings**
- - Includes five categories of your choice
- - Additional categories available for \$50 each
- Extended Company Profile
- Full-Color Product/Service Image
- Extended Product/Service Description
- Google™ Map It!
- Google™ Site Search
- Request for Information Feature
- Request for Proposal Enabled

## Upgrade Opportunities:

- Category sponsorship
- Add a video to your listing

## Basic Listing includes:

- Company Name
- Company Contact
- - Limited to one person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing
- - Limited to one category
- - Assigned by association

# INDUSTRY GUIDE

## PREMIER LISTING CATEGORIES

Our *Industry Guide* allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

**Five free categories are included with your Premier Listing**, and additional categories are only \$50 each. Bold terms are for grouping purposes only and are not available for selection.

### Business Services

- ☐ Architect Design
- ☐ Consultant-Developer, Architect (design),
- ☐ Energy, Equipment, HVAC, Lighting
- ☐ Energy Management
- ☐ Executive Search Firm
- ☐ Facility Management Consultant
- ☐ GC/Construction/Project Management
- ☐ Services
- ☐ Legal Services

### Cleaning / Environmental Services

- ☐ General Maintenance
- ☐ Grease Collection/Equipment
- ☐ Janitorial
- ☐ Kitchen Hood Exhaust Cleaning
- ☐ Sustainability
- ☐ Waste/Recycling

### Equipment

- ☐ Carpet
- ☐ Concrete
- ☐ Doors
- ☐ Glass
- ☐ Ice Machines
- ☐ Kitchen/Restaurant Equipment
- ☐ Ventilation/Hood
- ☐ Water Heaters
- ☐ Windows

### Grounds Maintenance

- ☐ Exterior (Landscaping/Snow)
- ☐ Landscaping
- ☐ Parking Lot
- ☐ Pest Control

### Maintenance / Repair / Installation

- ☐ Awnings
- ☐ Beverage Systems
- ☐ Carpentry/Millwork
- ☐ Ceiling Systems/Ceiling Tiles
- ☐ CO2 Systems
- ☐ Computer/Drive-thru Menu-board Systems
- ☐ Computer/Software/POS/Paging Systems
- ☐ Computerized Maintenance Management
- ☐ Systems (CMMS)
- ☐ Counter - Cabinet
- ☐ Repair/Replacement/Installation
- ☐ Electrical
- ☐ Exterior Building Envelope
- ☐ Flooring (Carpet/Hard Floor)
- ☐ Grease Trap Pumping/Service
- ☐ Hoods/Ductwork/Ventilation/Metal
- ☐ Fabrication
- ☐ HVAC
- ☐ Interior Fixtures & Furniture
- ☐ Lighting & Controls
- ☐ Painting
- ☐ Plumbing
- ☐ Roofing
- ☐ Signage
- ☐ Sound, A/V, Satellite Systems
- ☐ Water Treatment

### Parts / Supplies

- ☐ Alarm Systems (Fire and Security)
- ☐ Manufacturer
- ☐ Awning Manufacturer
- ☐ Beverage System Manufacturer

- ☐ Building Materials Manufacturer
- ☐ Carpet Manufacturer
- ☐ Ceiling Systems/Ceiling Tile Manufacturer
- ☐ CO2 System Manufacturer
- ☐ Fire Suppression Manufacturer
- ☐ Flooring (Carpet/Hard Floor) Manufacturer
- ☐ Furniture Manufacturer
- ☐ Grease Traps/Containment System Manufacturer
- ☐ HVAC Manufacturer
- ☐ Ice Machine Manufacturer
- ☐ Kitchen / Restaurant Equipment Manufacturer
- ☐ Matting
- ☐ Lighting Manufacturer
- ☐ Paint Manufacturer
- ☐ Plumbing Fixture/Parts Manufacturer
- ☐ Refrigeration Manufacturer
- ☐ Refrigeration (including gaskets)
- ☐ Roofing Systems Manufacturer
- ☐ Signage Manufacturer
- ☐ Sound, A/V, Satellite Systems Manufacturer
- ☐ Trucking/Storage
- ☐ Ventilation/Hood Manufacturer
- ☐ Water Heater Manufacturer
- ☐ Water Treatment Systems Manufacturer

### Safety / Loss Prevention

- ☐ Alarm Systems (Fire and Security)
- ☐ Emergency Services
- ☐ Fire Suppression
- ☐ Safe Manufacturer
- ☐ Security Guard Services
- ☐ Security-Safes/Locks

Five (5) free categories with any Premier Listing. Additional listings are \$50 each. No limit.

\_\_\_\_\_ Additional Categories X \$50 = \$\_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_

# PREMIER LISTING CHECKLIST

**Below is a checklist of all elements required in order to process your Premier Listing.**

☐ **Full-Color Company Logo**

The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

☐ **Company Contacts - Up To Five**

Please include job title, phone number and email address. All email addresses will be hyperlinked and active.

☐ **Primary Contact for RFP Automator and Request for Information (OPTIONAL)**

Indicate which person or email should be referenced as the "primary" contact. This designation is **necessary** for your company to be visible in the RFP Automator and to be available for requests for information.

☐ **Company Description**

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

☐ **Website Activation**

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

☐ **Product/Service Categories**

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. *Additional category listings can be purchased for \$50 each.*

☐ **Full-Color Product Image and Description**

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG or GIF (animation must be no longer than 25 seconds). *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

☐ **Video Upgrade - Additional cost: \$200 (OPTIONAL)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

☐ **Category Sponsorship Video (INCLUDED WITH YOUR CATEGORY SPONSORSHIP PURCHASE)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.