

# Dining 2010 Guide

## HELPFUL FACTS:

*Where advertising can  
better your business*

## The Eagle

**\$2,698**

Average household expenditure for food away from home in 2008 (NRA, 2009)

**1.6  
Billion**

US restaurant-industry sales on a typical day in 2010. (NRA, 2010)

**580  
Billion**

Restaurant industry sales in are projected to reach \$580 billion this year, a 2.5 percent increase in current dollars over 2009 sales. (NRA, 2009)

**35  
Billion**

In 2009, Texas restaurants registered more than 35 billion in sales. (NRA, 2010)

**69  
Million**

In 2006 visitors to Bryan-College Station spent \$69 million in the region on food and beverage services alone.

Both locals and newcomers alike have undoubtedly grown to depend on The Eagle's annual Dining Guide. The guide is alphabetically organized by classification, with the location, phone numbers, hours of operation and a detailed paragraph for each restaurant. 60,000 readers will see the Dining Guide in The Eagle, on Sunday, April 25. In addition, extra copies will be distributed to restaurants and high traffic locations in Bryan-College Station AND, the Dining Guide will be on [theeagle.com](http://theeagle.com) for one full year.



# Dining Guide

2010

## 2010 Dining Guide Advertising Rates

**PUBLISHES:**  
Sunday, April 25, 2010

**DEADLINE:**  
Monday, April 12, 2010

## The Eagle

**Brief Write Up**

**Categories Alphabetized**

**Restaurant Information**

**AD SIZES:**

<b>Full Page</b> .....	<b>\$950</b>
<i>5 columns x 11.5" includes free spot color and a photo</i>	
<b>Half Page</b> .....	<b>\$550</b>
<i>5 columns x 5.75" includes a free photo</i>	
<b>Quarter Page</b> .....	<b>\$300</b>
<i>3 columns x 5.75"</i>	
<b>Eighth Page</b> .....	<b>\$175</b>
<i>2 columns x 4"</i>	

**Spot Color**..... +\$125

**Full Process Color**..... +\$275

**Each Additional Restaurant Listing** ..... \$35

Call The Eagle's advertising department at  
**(979) 731-4738**  
 or contact your Marketing Consultant directly for more details.

All ads include 25,000 ROS page views on theeagle.com with a 300x250 skybox ad. • Add \$25 and receive an enhanced thumbnail picture listing in your business category on Shopbrazos.com, Micro Site, Banners that link to your website and featured in Great Finds Around Town on theeagle.com. • Add an additional \$50 and receive a Featured Video ( Production of video included), Unlimited Sponsored picture thumbnail listing in all categories, Micro-site, Unlimited ROS banner on Shopbrazos.com and featured in Great Finds Around Town on theeagle.com.