

FRANCHISE OPPORTUNITIES GUIDE®

Go Into Business For Yourself, But Not By Yourself!

The Franchise Opportunities Guide... Delivers!

The *Franchise Opportunities Guide*® is the most comprehensive print resource for entrepreneurs interested in franchising. It is full of vital information about franchise opportunities, legal issues, FTC information, financing and other tools that are designed to assist potential franchisees in getting started in their venture into business ownership.

Over the years the International Franchise Association has developed quality relationships with investors and entrepreneurs in both the domestic and international markets. Thousands of entrepreneurs turn to the IFA for guidance and information on selecting a franchise to acquire.

Readership

The *Franchise Opportunities Guide*® is published twice annually — Spring/Summer and Fall/Winter editions. The total circulation is 30,000 with an estimated pass along readership rate of 3.8%. Estimated readership is 114,000.



Income:

Average Household Income: \$87,500
Average Net Worth: \$383,200

Personal Data:

Male: 63%
Female: 37%

Plan To Purchase A Franchise In 2 Years: 82%

Education:

Attended/Graduated College: 81%
Advanced Degree: 17%

Age

18-24: 6%
25-34: 9%
35-44: 36%
45-54: 39%
55 and Up: 10%

Distribution

1. Newsstand/Bookstore Sales

The *Guide* is sold in more than 4,000 major bookstores and newsstands in the US, and in select International markets.

2. Franchise Shows & Trade Missions

The *Guide* is distributed at franchise shows and expos throughout the year including the popular International Franchise Expo. It is also distributed internationally through the U.S. embassies around the world, as well as at conferences and trade missions sponsored by the IFA and the US Department of Commerce.

3. Mail/Phone Order Sales

Each month hundreds of quality prospects call, write or e-mail IFA to order the *Guide*.

4. Franchise.org

Our Web site visitors are exposed to your listing information and can purchase the *Guide* at a discounted rate.

2005 Advertising Rates

The *Franchise Opportunities Guide* is only available for IFA Member Companies

The following rates are for one issue of the *Franchise Opportunities Guide*. The *Guide* is printed twice annually, in the Spring and in the Fall.

Ad Opportunities	Four-Color	Two-Color	Black & White
Front Cover	\$3,000	N/A	N/A
Back Cover	\$7,000	N/A	N/A
Inside Front Cover	\$6,000	N/A	N/A
Tab Page/Insert	\$5,500	N/A	N/A
Inside Back Cover	\$5,350	N/A	N/A
Page 1	\$4,850	N/A	N/A
Full Page	\$3,750	\$3,188	\$2,625
2/3 Page	\$2,800	\$2,380	\$1,960
1/2 Page Island	\$2,500	\$2,125	\$1,750
1/2 Page Horizontal	\$2,000	\$1,700	\$1,400
1/3 Page	\$1,500	\$1,275	\$1,050
1/6 Page	\$1,200	\$1,020	\$840

Logo Opportunities	Four-Color	Two-Color	Black & White
Jumbo Logo	\$1,000	\$700	\$575
Logo	\$750	\$575	\$475

Web site/Guide Logo Packages	Six Month	12 Month
Logo In Print & Online	\$1,000	\$1,800
Logo In Print/Online with Web site Category Banner**	\$1,200	\$2,000

**Your Web site banner appears in your company's industry category on www.franchise.org

Ad Sizes

Trim size 8 1/4" x 10 7/8" (All ad specifications are in inches, width by height), perfect bound, printed on 40-lb. #5 gloss text stock and 7pt #2 gloss cover stock. Please keep live matter 1/2" from trim on each side.

PAGE DIMENSION	LIVE AREA	TRIM	WITH BLEED
Full Page	7 1/4" x 9 7/8"	8 1/4" x 10 7/8"	8 1/2" x 11 1/8"
2/3 Page (Vertical Only)	4 1/2" x 9 1/2"		
1/2 Page (Horizontal)	7 1/4" x 4 1/2"		
1/2 Page (Vertical)	4 3/4" x 7"		
1/3 Page (Square)	4 1/2" x 4 1/2"		
1/3 Page (Vertical)	2 1/8" x 9 1/2"		
1/6 Page (Vertical Only)	2 1/8" x 4 1/2"		

Advertising Deadlines

Spring/Summer 2005 Edition

Space Reservations: **January 13**

Materials Due: **January 21**

Fall/Winter 2005 Edition

Space Reservations: **July 1**

Materials Due: **July 29**

Material Requirements

All web offset: The FRANCHISE OPPORTUNITIES GUIDE is produced 100% computer-to-plate. FRANCHISE OPPORTUNITIES GUIDE subscribes to the SWOP (Specifications for Web Offset Publications) standards. FRANCHISING WORLD is perfect bound, printed on 50-lb. #4 gloss text and 100-lb. #3 cover stock.

Standard unit sizes: Please see Ad Sizes.

FILES needed

(For complete production specifications, contact your ad representative)

- The ad file itself (e.g., QuarkXPress file).
- Any support files that are incorporated into the ad (e.g., logo scans, images).
- The screen and printer fonts used in your ad—even if the ad is saved as an EPS file. Look closely for any EPS files embedded within your ad (such as a logo) that may use fonts, and include those as well. When using Multiple Master fonts, the entire family of fonts must be included regardless of whether or not all the versions are used in the ad. Variations caused by font substitutions, as a result of fonts not being sent or converted as appropriate, are the responsibility of the advertiser.

ELECTRONIC transmission

- To transmit files electronically, send them via FTP to <ftp.unitedlitho.com>; Username: guest; Password: guest. Stuff or zip files before sending.
Notify your ad representative after the file has been uploaded with the file name of the ad.
- If you must email an electronic file, please send it to kfreeman@unitedlitho.com. Note that email should not be used for files larger than 10MB.
- A laser proof of the ad being sent via FTP or email must be faxed to ULI, noting the file name and marking color. The laser proof should also be sent to your Account Manager to ensure the ad material is produced correctly.