

2010 IFA MEDIA KIT

# Find it franchise.org

## Grab Their Attention by Advertising on Franchise.org

### Your Best Prospects!

IFA's *Franchise.org* gives you the competitive edge in your online advertising matrix. The web has created a new class of entrepreneurs who are savvy and sophisticated when it comes to accessing the latest information to find the best opportunities that fit their unique investment strategies, personal desires, interests and personalities. *Franchise.org* is the most comprehensive, informative, and private franchise opportunity web portal anywhere today. With a complete suite of credible tools designed for prospective franchisees to find your opportunity, *Franchise.org* is continually evolving to meet the demands of today's marketplace.

### Franchise.org Traffic

*Franchise.org* is the oldest and most comprehensive of all the franchising web portals. We have been generating leads for franchisors since 1993. *Franchise.org* features over 1,100 franchised companies and hosts a search database of over 500 supplier companies offering services to the franchise community.

Companies must be members of the International Franchise Association to be listed on *Franchise.org*.

Average Monthly Unique Visitors:  
120,000 +

Total Page Views: Over 10 million

Average Time Spent on Franchise.org:  
13 minutes

Average total number of leads processed per month: 3,500

Number of leads (% of total) for advertisers vs. companies with membership-only listings: 87%



■ “Your site, by far, surpassed the other franchise sites in the quality of leads received. We were very happy with the results — quality new Maid Brigade franchisees.”

—J.A. Archer  
Vice President, Franchise Development  
Maid Brigade



## Advertising on www.Franchise.ORG!

IFA's web portal is the most comprehensive franchising portal anywhere in the world. *Franchise.org* is the **world's largest searchable database of franchise opportunities** for people looking to start their own business.

### For the Prospective Franchisee...

*Franchise.org* boasts the most useful content anywhere as it includes a vast library of related articles on franchising, useful references and economic statistics, and several "help directories" on franchising. Prospective franchisees can find many answers to the myriad of questions they have when considering investing in a franchise. *Franchise.org* goes one step further – we list more than 1,100 franchise opportunities that comprise 75 industries! And because every franchising system on our site is an IFA member, every franchise opportunity is a vetted opportunity thus offering prospective franchisees the largest selection of franchises available from members of the most prestigious, franchise organizations in the world. All IFA members abide by the most stringent code of ethics in the franchising community and we lead the industry in promoting, protecting, and building the franchise business model.

### For the Advertiser...

*Franchise.org* advertisers will be getting one of the best values available on the web today. By advertising on *Franchise.org*, every program advertiser will now be able to promote their brand and opportunities to an average of 120,000+ unique, and *seriously interested*, visitors to the site every month. In addition, program advertisers will have the options to advertise on new web portals IFA launched worldwide in vertical and geographic markets that will be directly linked to the *Franchise.org* search engine. These new advertising opportunities are available at no additional cost to advertisers.



“Wing Zone has always believed in the value of showcasing our IFA membership to prospective franchisees, and there’s no better way to do that than through advertising on Franchise.org. Now, with the newly redesigned website, we’ve seen consistent growth in the percentage of qualified prospects every month, which has certainly created a great return on our investment.”

—Clint Lee, Franchise Development Manager, Wing Zone Franchise Corporation



## IFA MEMBER (Franchisor) PACKAGES:

### FRANCHISOR TOTAL LOGO PACKAGE

**\$3,000 per year, which INCLUDES:**

- Featured Category Color Logo Placement on Franchise.org for a full year
- Category Color Logo Placement in the Spring/Summer 2010 Franchise Opportunities Guide
- Category Color Logo Placement in the Fall/Winter 2010 Franchise Opportunities Guide
- Enhanced Company Profile on Franchise.org for a full year



The full year  
for only  
**\$3,000!**

### Premium Package

**\$850 per month (minimum 6-month contract) INCLUDES:**

- Home Page Bottom Logo (rotating)
- FRANCHISOR Side Banner Logo (rotating)
- Premium Category Logo & Listings
- Enhanced Company Profile
- Popular Franchise Text Link (rotating)
- Shared email blast (1 time per 6-month program)
- Color Jumbo Logo placements in the *Franchise Opportunities Guide*
- Banner Placement (rotating) on all (or selected) vertical market domain pages (rotating, see separate domain list for reference) with direct links to your profile page on Franchise.org

### Priority Package

**\$450 per month (minimum 6-month contract) INCLUDES:**

- Featured Category Logo & Listing
- Enhanced Company Profile
- Popular Franchise Text Link (rotating)
- Color Jumbo Logo placements in the *Franchise Opportunities Guide*
- Banner Placement (rotating) on your choice of TWO vertical-market domain pages (see separate listing)

### ADDITIONAL WEB PROGRAMS AVAILABLE FOR ALL FRANCHISOR MEMBERS

- FRANCHISOR Home Page Centerpiece Advertorial (\$1,000 for one-week continuous placement)
- Enhanced Company Profile only (\$1,500 for one year)



## IFA MEMBER (Supplier Forum) PACKAGES:

### SUPPLIER TOTAL LOGO PACKAGE

**\$2,350 per year, which INCLUDES:**

- Featured Category Color Logo Placements on Franchise.org for a full year
- Category Color Logo Placements in the Spring/Summer 2010 *Franchise Opportunities Guide* – Supplier Forum Section
- Category Color Logo Placements in the Fall/Winter 2010 *Franchise Opportunities Guide* – Supplier Forum Section
- Category Color Logo Placements in the 2011 Supplier Source Book/Directory
- Enhanced Company Profile on Franchise.org for a full year

### Premium Package

**\$550 per month  
(minimum 6-month contract) INCLUDES:**

- SUPPLIER Side Banner Logo (rotating)
- Premium Category Logo & Listing
- Enhanced Company Profile
- Popular Supplier Text Link (rotating)

### ADDITIONAL WEB PROGRAMS AVAILABLE FOR ALL SUPPLIER FORUM MEMBERS

- SUPPLIER Home Page Centerpiece Advertorial (\$500 per one-week continuous placement)
- Enhanced Company Profile only (\$1,200 for one year)

## Digital Specifications

### ELECTRONIC transmission

All artwork must be emailed to the Ad Representative and to the Advertising Coordinator, Andrea Maas, at [amaas@franchise.org](mailto:amaas@franchise.org).

### FILES needed

Home page Side Banner/Vertical Domain Page Logo/Shared Email Blast Logo:

- 120w x 60h pixels JPEG or GIF

Popular Franchisor/Supplier Text:

- No materials required

Category Logo:

- 90w x 65h pixels JPEG or GIF

Franchise Opportunities Guide Logo:

- High Resolution Vector-Based EPS File

FRANCHISOR Enhanced Company Profile:

- MicrosoftWord Format - 450 word text
- Banner: 640w x 90h pixels
- 4 Images: 220w x 140h pixels
- Secondary Banner: 640w x 150h pixels(optional)

SUPPLIER FORUM Enhanced Company Profile:

- MicrosoftWord Format - 200 word text
- Banner: 640w x 90h pixels
- 2 Images: 220w x 140h pixels

Home Page Centerpiece Advertorial:

- Logo: 170w x175h pixels
- MicrosoftWord Format - 50-55 word text

## Terms

The International Franchise Association reserves the right to reject or cancel any advertisement for any reason and at any time. Advertisers may not change or cancel any order for an advertisement after thirty days prior to the closing date for the issue in which the ad is to appear. Non-IFA members must prepay advertising insertions. A 15% commission on display ads is paid to recognized advertising agencies and charges incurred for are not commissionable. No commission is paid on classified ads, logos or internet advertising. Charges more than thirty days old will no longer qualify for the agency commission. Advertisers who do not place the amount of space agreed upon will be short rated for the difference in the space already billed and the correct frequency rate. Advertisers not meeting a space deadline are still responsible for the full amount due per insertion.

## Contact Information

International Franchise Association  
IFA Advertising Department  
Phone: 202-628-8000  
Fax: 202-628-0812  
E-mail: [advertise@franchise.org](mailto:advertise@franchise.org)

Mailing Address:

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**Franchising®**  
Building local businesses,  
one opportunity at a time.