

IFA SmartBrief Overview

IFA SmartBrief is the premier source of franchise-only news coming straight to your email inbox on Monday, Wednesday and Friday of each week. Senior executives, decision makers, franchisees and other individuals interested in franchising read IFA SmartBrief on a regular basis. We deliver the news our readers need to stay successful and, in doing so, we offer advertisers an ideal vehicle to reach tens of thousands of people each week.

“We have used SmartBrief on multiple occasions to promote a series of educational webinars and the results have been amazing. We have had record numbers of registrations and attendance. We will keep SmartBrief in the mix for generating attendance.”

—Mark Franklin, Founder,
Process Peak, LLP

Readership Overview

SmartBrief has quickly become a premier destination for business-to-business advertising because our readers anticipate our e-mail news service each week. Advertising in SmartBrief provides your company with exceptional market exposure:

- Because SmartBrief is an e-mail service, we deliver your message straight to the desktops of our readers.
- We limit the number of advertisers in each issue to guarantee you a marquee position.
- We've created unique ad formats designed specifically for business-to-business advertising.

Advertising in SmartBrief delivers results:

- We quantify your campaign results by providing unparalleled campaign reports. Your reports will include the total clickthroughs to your web site, as well as the companies and titles of executives who clicked through.
- Last year, **91%** of our clients renewed their SmartBrief ad campaigns.
- Frequency: 3X per week

Readership Summary:

Readers: 29,000
(as of October 2009)

Readership Breakdown

Franchise Executives: 57%

Current Single and Multi-Unit

Franchisees: 26%

Prospective Franchisees: 17%

2010 Advertisement Rates

Prices are per insertion.	IFA Member Rates		IFA Non-Member Rates	
	4 - 12 Issues	12+ Issues	4 - 12 Issues	12+ Issues
Above The Masthead Banner	\$600	\$500	\$780	\$650
News Section Sponsorships	4 - 12 Issues	12+ Issues	4 - 12 Issues	12+ Issues
Franchise News	\$500	\$400	\$650	\$585
Trend Watch	\$500	\$400	\$650	\$585
Entrepreneur	\$500	\$400	\$650	\$585
News from IFA	\$500	\$400	\$650	\$585
International Development	\$500	\$400	\$650	\$585
	4 - 12 Issues	12+ Issues	4 - 12 Issues	12+ Issues
“The Buzz” Text Advertisements	\$500	\$400	\$650	\$520
	4 - 12 Issues	12+ Issues	4 - 12 Issues	12+ Issues
SmartQuote Sponsorships	\$500	\$400	\$650	\$520

IFA SmartBrief

The screenshot shows the IFA SmartBrief website layout. At the top is a banner for TARGUSinfo with the tagline "Wield the Power." and a "Find out how" link. Below this is the main header "IFA SmartBrief" with navigation links for "E-mail this brief to a friend" and "Sign up for this newsletter". The main content area is divided into several sections: "Franchise News" (sponsored by MapInfo.Thompson), "Trend Watch" (sponsored by DATAGENCE), "Entrepreneur" (sponsored by FranSurvey.com), "News from IFA", and "International Development". Each section contains a news item with a headline, a brief summary, and a link to the full story. At the bottom, there is a "SmartQuote" section featuring a quote by William Hazlitt and a "The Buzz" text advertisement.

"Above-the-Masthead" Banner

"Franchise News" Section Sponsorship

"Trend Watch" Section Sponsorship

"Entrepreneur" Section Sponsorship

"News From IFA" Section Sponsorship

"International Development" Section Sponsorship

"The Buzz" Text Advertisement

SmartQuote Sponsorship

IFA SmartBrief

News Section Sponsorships

Your company will be the exclusive sponsor of an IFA SmartBrief news section.

Available sections: Franchise News, International Development, Trend Watch, Entrepreneur, and News From IFA.

- Integrate your brand into the day's top news stories—your company's logo appears in the section header.
- Your advertisement runs within your sponsored section. Use your ad space to:
 - highlight a case study, white paper or product demo on your web site;
 - promote your presence at an upcoming trade show;
 - raise industry awareness of your corporate brand;
 - explain to readers your company's capabilities.

Your News Section Sponsorship ad consists of two parts:

★ Part I—Sponsorship Logo

Your company logo appears in the header of the news section that your company is sponsoring. Specifications for your logo are shown below.

✓ Part II—Ad Format

Your ad appears at the end of your sponsored news section. We offer three formats for your ad. Samples and specifications for each format are shown below. For campaigns running in multiple SmartBrief issues, you may switch ad formats from issue-to-issue.

- “Above the Masthead” ads are purchased on a per-issue basis. 104 issues are available for purchase.
- Minimum recommended purchase is 4 issues. You may run your ad in consecutive issues or spread the campaign over several months. Campaign must be completed within a 12-month period or a short-rate will result.
- Prices are net of agency fees/commissions.

★ Part I—Sponsorship Logo

- Logo size: 160 x 35 pixels
- Logo file size: 5k maximum
- Logo is “clickable” and links to the same web page as your ad

✓ Part II—Ad Format #1: “Outline” Ad

- Ad copy for this format includes a headline and text ad copy
- Headline*
 - Headline: 50 characters, excluding spaces
- Text Ad Copy*
 - Text copy: 300 characters maximum, excluding spaces
 - Text includes a link to any page on your web site

✓ Part II—Ad Format #2: “Banner” Ad

- Ad copy for this format is a standard graphic banner
- Banner size: 468 x 60 pixels
- File size: 15k maximum
- Banner includes a link to any page on your web site

✓ Part II—Ad Format #3: “Logo/Text” Ad


- Ad copy for this format includes your logo and text ad copy
- Logo*
 - Logo size: 110 x 65 pixels
 - Logo file size: 5k maximum
 - Logo is “clickable” and links to the same web page as your ad
- Text Ad Copy*
 - Text copy: 300 characters maximum, excluding spaces
 - Text includes a link to any page on your web site

Select one of these ad formats for your ad copy

IFA SmartBrief

“Above the Masthead” Banners Advertisements

- “Above the Masthead” banners are our premier advertising position for corporate branding.
- Designed for maximum impact, this ad type positions your company at the very top of SmartBrief.
- You may rotate multiple banners from week-to-week during your campaign.



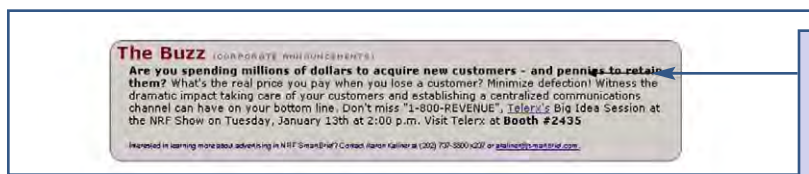
“Above-the-Masthead” Banner

- Ad copy for this format is a standard graphic banner
- Banner size: 468 x 60 pixels
- File size: 15k maximum
- Banner includes a link to any page on your web site

- “Above the Masthead” ads are purchased on a per-issue basis. 104 issues are available for purchase.
- Minimum recommended purchase is 4 issues. You may run your ad in consecutive issues or spread the campaign over several months. Campaign must be completed within a 12-month period or a short-rate will result.
- Prices are net of agency fees/commissions.

“The Buzz” Text Advertisements

Place your corporate news and announcements in “The Buzz.” Ads are 40-60 words and contain a link to your web site.



“The Buzz” Text Advertisement

- Ad copy for this format is text
- Text length: 40-60 words
- Text includes a link to any page on your web site

- “Buzz” text ads are purchased on a per-issue (per-week) basis.
- Minimum purchase is 4 issues. You may run your ad in consecutive issues or spread the campaign over several months.
- Price is net of agency fees/commissions.

SmartQuote Sponsorships

Sponsor this section to keep your company with consistent brand presence in SmartBrief.



SmartQuote Sponsorships

- Logo size: 110 x 45 pixels

- Ads are purchased on a per-issue basis.
- Minimum purchase is 4 issues.
- Price is net of agency fees/commissions.

2010 IFA MEDIA KIT



The IFA INSIDER

The **IFA Insider** is one of the primary media products that IFA headquarters uses to communicate with “C” level executives within our member companies. Editorial focus and content is generated 100% in-house by the IFA Media & Communications Department in cooperation with the other key departments of the association.

The e-newsletter is produced bi-weekly 24 times a year, and offers a key opportunity to reach top levels of the IFA membership, particularly since there are only three logo banner ads in every issue. Your ad can link directly to your website. Usually reserved exclusively for IFA's Preferred Vendors, in 2009 these positions were made available to the entire membership of IFA for their respective advertising opportunities. It is an excellent position for all Supplier Forum members to draw attention to their products or services, as well as regular IFA members to promote their unique programs.

The **IFA Insider** is distributed electronically direct to subscriber's email or PDA/PCD! And advertisers' messages are delivered for one low price!



IFA Insider Circulation

Total Online Circulation 3,166

2010 Advertisement Rates *

	1x	3x	6x	12x+
Color Logo Banner with Link	\$800 ea	\$700 ea	\$600 ea	\$500 ea

*Must be an IFA member to advertise in the IFA Insider

Digital Specifications

ELECTRONIC transmission

All artwork must be emailed to your Ad Representative and to the Advertising Coordinator, Andrea Maas, at amaas@franchise.org.

FILES needed

Logo:

- 120w x 60h pixels JPEG or GIF
- URL address for landing page on your company website

Contact Information

International Franchise Association

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Mailing Address:

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