2020 IFA MEDIA KIT

SUPPLIERS

PRIME EXPOSURE YOUR WAY
About the International Franchise Association

IFA is a membership organization representing over 1,300+ franchise brands and their franchisees and 600 supporting suppliers. We are the only organization that promotes, protects and strengthens the franchising business model worldwide. Working with our members, we educate the public about the positive aspects of the franchise community.

The franchise community represents a $674 billion industry.

Reach this audience with IFA.
Franchise.org offers visitors the most comprehensive directory of suppliers dedicated to franchising, and it’s a proven resource for franchisors and franchisees. On franchise.org, franchisors and franchisees can access the resources they need to assist them in beginning, growing, managing, re-engineering or supporting their businesses. Franchise.org is the only trusted resource that franchise decision makers turn to for solutions to their business needs. Whether searching for new supplier partnership in a specific industry, or researching upcoming IFA events, franchise.org is a resource utilized daily by the franchise community.

Why advertise on Franchise.org

- Franchise.org provides one of the largest searchable databases of business-to-business solution providers dedicated to the franchising business model
- 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
- Advertising members appear at the top of chosen category search results
- Advertising members profile pages include a direct link to their website
- You must be an IFA member to be listed and to advertise on our site
SUPPLIER MEMBER PACKAGES

**Premium Package**
$550/month*
* Minimum 6-month contract

1. Featured category logo and listing
2. Enhanced company profile — includes a direct link to advertiser’s website
3. Run of Site Banner 300 x 250 pixels (rotating)
4. Homepage Static Banner placement (1 week per 6 month contract)
5. (1) FranBlog Content Post (per 6 month contract)
6. (1) Shared Supplier Eblast (per 6 month contract)

**Supplier Introductory Value Package**
$2,350/year with Standard Color Logo
* Billed in three installments

1. Featured category logo and listing
2. Enhanced company profile — includes a direct link to advertiser’s website
3. Standard Color Logo placements in next 2 editions of Franchise Opportunities Guide or upgrade to a JUMBO Color Logo for only $400 additional.

**A-LA-CARTE**

**Featured Category Logo and Listing**
$1,200/12 months

**Enhanced Company Profile**
Includes a direct link to advertiser’s website
$1,500/12 months

**Run of Site Banner**
300w x 250h pixels
$400/One month

**Supplier Member Content Post**
$1,000

**Featured Blogger 4-Part Series**
Position yourself as a thought leader to the franchise community through a 4-part series as the “Featured Blogger” on franchise.org. Featured blog pinned each week to the franchise.org homepage for 4 consecutive weeks.
$4,000
DEDICATED SUPPLIER E-BLAST

Overview
The Dedicated Supplier E-blast is sent on your behalf from IFA to 7,000+ franchise executives. Bypass spam filters and gatekeepers with this direct email opportunity!

Facts:
- Sent by IFA on behalf of client to our franchise executives list of 7,000+
- Purchase a maximum of 2x/year
- Must have a minimum annual advertising investment of $15,000 to qualify for this opportunity

Includes:
- Standard template (see example on right side of page)
- Subject line: 55 characters max, excluding spaces
- One clickable banner
- Text: average 150 words
- URL to landing page on your site

Dedicated Supplier E-Blast Pricing:
$5,000 each

100% Share-Of-Voice Opportunity!

BY THE NUMBERS

7,000+
Average Sent

20%
Average Open Rate

3-7%
Average Click-Thru Rate

Dedicated Supplier E-blast Sample

Text & URL of your choice included.
Overview

Our “Supplier Solutions of the Week” is a shared e-blast that includes a maximum of six advertisers per email, and is sent out monthly to 7,000+ suppliers!

Facts:

- Sent by IFA on member’s behalf to our supplier list totaling more than 7,000
- Reserved on first-come, first-served basis
- Purchase a maximum of 4x/year

Includes:

- Company Name
- Description and Call to Action (up to 55 words)
- URL to landing page on your site

Shared Supplier E-Blast Pricing:
$995 each
IFA SmartBrief

The IFA SmartBrief e-newsletter is the premier source of franchise-industry news coming directly to your inbox every Monday, Wednesday and Friday.

Franchisor senior executives, decision makers, franchisees and other individuals interested in franchising read IFA SmartBrief on a regular basis.

IFA SmartBrief delivers the news our readers need to stay successful and, in doing so, offers advertisers an ideal vehicle to reach tens of thousands of readers each week. IFA SmartBrief has quickly become a destination for business-to-business advertising because our readers anticipate our email news service each week.

Why advertise in the IFA SmartBrief?

- The e-newsletter format delivers the message straight to your readers
- Limited number of advertisers in each issue guarantees you great positioning
- Billboard ad format grabs the reader’s attention the moment they open the email
- Content ad formats appear as articles within the brief and are read and considered seamlessly

BY THE NUMBERS

15,000 Opt-In Subscribers

Distribution
3x/weekly on Mondays, Wednesdays, and Fridays

Readership

Franchise Executives
22%

Single & Multi-Unit Franchisees
43%

Prospective Franchisees
25%

Other
10%

IPFC®/IFA SmartBrief (IfaSMART® Brief) is published by International Franchise Public Relations and Marketing Communications, LLC. The views and opinions expressed in this publication are those of the author and may not necessarily reflect the views and opinions of the IFA. No part of this publication may be reproduced without written permission.

BY THE NUMBERS

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22%

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43%

Prospective Franchisees
25%

Other
10%

Integrate Your Company Into Today's Top News Stories

Masthead Billboard Banner Ad
650 x 157 pixels

IFA Smartbrief e-newsletter Sample

News Section Sponsorships Rectangle-Text Ad

Carly Wooley, Senior Manager, Regional Advertising
202.662.0788 • cwooley@franchise.org

Jessica Williams, Senior Manager, Regional Advertising
202.662.0795 • jwilliams@franchise.org

2020 IFA MEDIA KIT 7
Top Seven Tips for Advertisers

Here are our top seven tips to maximize ad performance in SmartBrief e-mail newsletters.

1. Succinct Language = Successful Campaign
2. Update Your Ad Copy Frequently
3. Choose an Ad Format That Fits Your Objective
4. Use Attention-Grabbing Graphics
5. Hit Hot-Button Issues
6. Create an Enticing Call to Action
7. Monitor, Measure, Refresh

IFA SmartBrief

EXCLUSIVE SPONSORSHIPS

Dedicated editorial and promotional e-mails sent in addition to regularly scheduled newsletters give you 100% share-of-voice and guarantee your message will make an impact with readers.

The Special Report is an excellent way to align your brand with critical industry topics. SmartBrief editors supplement the daily newsletter on a topic you choose related to trending news and industry developments. As the exclusive sponsor of a Special Report, you can position your brand as a source of industry expertise and take advantage of six advertising placements to promote your message.

Features and Benefits

Exclusive 100% SOV opportunity. Work with the SmartBrief team to define a relevant and engaging topic that aligns well with your brand. SmartBrief editorial experts create the reports using a combination of curated news and resources from our association partners. Use above-the-fold IAB standard ad units to gain visibility for your brand and in-section native sponsorships to drive engagement to your assets. Receive reporting on clicks by job title and company name.

Special Reports are only available to IFA members and pricing starts at $12,000 per send.
2020 IFA SMARTBRIEF AD RATES

<table>
<thead>
<tr>
<th>IFA SmartBrief Ad Rates</th>
<th>IFA Member</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Frequency</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4-12 Issues</td>
<td>$600</td>
<td>$780</td>
</tr>
<tr>
<td>12+ Issues</td>
<td>$500</td>
<td>$650</td>
</tr>
<tr>
<td><strong>Masthead Billboard Banner Ad</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$600</td>
<td>$780</td>
<td></td>
</tr>
<tr>
<td><strong>News Section Sponsorships Rectangle-Text Ad</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Franchise News, Best Practices &amp; Business Leadership, Trend</td>
<td>$500</td>
<td>$650</td>
</tr>
<tr>
<td>Watch, News from IFA</td>
<td>$400</td>
<td>$585</td>
</tr>
</tbody>
</table>

**Material Requirements**

**Masthead Billboard Banner Ad**
- Size: 650 x 157 pixels. 40k maximum; .gif or .jpg
- Click through URL
- Alternate text (100 characters max.) can be embedded behind image
- No limits on animation, max. 4 frames recommended

**News Section Sponsorships Rectangle-Text Ad**
- Advertiser Logo: 120 x 60 pixels, 30k maximum, .gif or .jpg
- Headline: 40 characters, excluding spaces
- Ad Image: 180 x 150 pixels. 30k maximum; .gif or .jpg
- Copy: 250 characters maximum, excluding spaces
- Click through URL

**Email Advertising Tips**

1. Include branding and important information on the first frame. When using animated GIF’s, keep in mind that they will not animate in many versions of Outlook 2007 and later.
2. Flash files will not render in email.
3. SmartBrief can use 3rd party click tags, but cannot allow 3rd party ad serving.

**NOTE**: AD MATERIALS ARE DUE 10 DAYS PRIOR TO THE SEND DATE.

**File Transfer**

All artwork must be emailed to your Ad Representative.
The IFA Insider e-newsletter is produced weekly, delivered every Tuesday to subscribers’ email inboxes, and offers a key opportunity to reach the top levels of IFA membership. The IFA Insider is one way to reach thousands of C-level franchise executives within the industry.

Advertising your company’s message in the IFA Insider offers the possibility of achieving dual goals: visible demonstration of your commitment to the franchise industry and maximum exposure to franchising leaders and decision makers. With a limited number of banners available in each issue, we guarantee your marketing message gets exclusive positioning.

Why advertise in the IFA Insider?

- Exclusive sponsorship—100% SOV opportunity
- Prime ad/content positioning within newsletter
- Get message past SPAM filters
- Lead generation channel with trackable results

2020 IFA Insider Rate*

Content Advertising
One sponsor per send

$2,000

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

Material Requirements

- Headline: 5 words
- Copy: 26 words
- Image: 479w x 312h pixels .png or .jpg (max file size 50k)
- URL address for landing page on your company website
- Two different sets of creative recommended
- Creative due one week prior to flight

File Transfer

All artwork must be emailed to your Ad Representative.
For more than 30 years, Franchising World has been used as a vehicle to protect, enhance, and promote franchising. No other franchising publication provides the scope and depth of information on domestic and international franchising than Franchising World. Published eleven times per year, Franchising World is the pre-eminent voice and acknowledged leader for franchising worldwide. Franchising World readers are comprised of C-level executives and senior level managers for 1,300+ franchised concepts, single and multi-unit franchisees, franchise community professionals, as well as opportunity seekers.

Why advertise in Franchising World Magazine?

- Your advertisement appears in both print and digital editions
- Extended shelf life — three years of archived back issues digitally
- Clickable ads linking to your website and live email links to field inquiries
- Franchising World is a trusted resource for the franchise community and having ad placement and/or editorial contribution adds to your own credibility
2020 FRANCHISING WORLD AD RATES

**Material Requirements**
All web offset: *Franchising World®* is produced 100 percent computer-to-plate. *Franchising World®* subscribes to the SWOP (Specifications for Offset Publications) standards. *Franchising World®* is printed on 50-lb. #4 gloss text and 100-lb. #3 cover stock.

**Ad Sizes**

*Magazine Trim Size: 8.375” x 10.875”*
(All ad specifications are in inches, width by height.
Keep live matter .375” from trim on each side.)

**Page Dimensions**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Live Area</th>
<th>Trim</th>
<th>Supplied Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two Page Spread</td>
<td>15.75” x 9.875”</td>
<td>16.75” x 10.875”</td>
<td>17” x 11.125”</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>16.75” x 10.875”</td>
<td>17” x 11.125”</td>
<td></td>
</tr>
<tr>
<td>1/3 Page (Vertical)</td>
<td>11.25” x 9.5”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>9.5” x 9.5”</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Pre-Printed Inserts**

- **$5,000**

**Bellyband**

- **$8,000**

**People & News Section Supplier Mention**

- **$1,500/sponsored mention**

**Supplier Spotlight Advertorial (IFA Members Only)**

- **Full Page: $6,000**
- **Two Page Spread: $9,000**

* Premium position.
** Subject to editorial/content approval by IFA; all inserts to be produced by advertisers and supplied to the printer. Bellyband only available for specific issues.
*** Non-members add 30% premium to published rates.
The IFA Toolkit is designed to help franchisors understand the variety of options available to franchisees in technology, franchise consultants/brokers, or marketing.

Reach key decision makers in the franchising community.

- Explain how you are helping your clients in your own words
- Make sure that your solution is discussed in franchisors next growth strategy session
- You must be an IFA member to be listed and advertise in the IFA Toolkit

Limited space available!

Your marketing message includes:

- Two-page White Paper
- Company bio
- Headshot and direct contact information
- Company logo

White Paper Material Requirements

White Paper Text
- Up to 600 words with title and image
- Up to 700 word with title without image

Company Bio: Up to 80 words

Contact: Company address, phone, email address, website

Headshot of Author
Size: 1.125"w x 1.125"h
High resolution/300dpi JPG format

Logo: Size: 1.125"w x 1"h, EPS format

Image (optional): Size 3.5"w x 2.5"h, high resolution/300dpi, JPG format

Ad Sizes for Cover 2/Cover 4

Full Page
Live Area: 4.875"w x 7.875"h
Trim: 5.25"w x 8.25"h
Supplied Bleed: 5.5"w x 8.5"h

C2/C4 Ad Pricing: $2,500
The Franchise Opportunities Guide® is the most comprehensive print resource for entrepreneurs and opportunity seekers interested in franchising. Published semi-annually (Spring/Summer and Fall/Winter), the Franchise Opportunities Guide® is distributed free-of-charge at franchise expos. The Franchise Opportunities Guide® is sold in more than 4,000 major bookstores and newsstands across the U.S. The Guide is a leading publication for reaching entrepreneurs and connecting high quality leads for franchisors.

More than just a business directory, the Franchise Opportunities Guide® contains vital information about more than 1,300 franchise opportunities, legal issues, FTC information, financing and other tools designed specifically to assist potential franchisees with starting their ventures.

Why advertise in the Franchise Opportunities Guide®?

- Inclusion in a publication that has vital tools a potential franchisee needs to start search for the right franchise
- Print publications are the most consistent performer in the purchase funnel with particular strength in the key stages of brand favorability and purchase intent
- The Franchise Opportunities Guide® supplies credibility, as multiple sources show that consumers trust ads in print publications
- You must be an IFA member to be listed and advertise in the Franchise Opportunities Guide®
ADVERTISING OPPORTUNITIES

Directory Ad
See rates on page 12
Full Page Display Ad Sample
We have a display ad size for every budget. Fractional display ads can be placed in the editorial section of the Guide (at the beginning), or within industry categories so your brand and identity stand out on the page when a prospective franchisee searches categories of opportunities.

Logo Rates

<table>
<thead>
<tr>
<th>Logo Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jumbo Logo</td>
<td>$1,200</td>
</tr>
<tr>
<td>Standard Logo</td>
<td>$750</td>
</tr>
</tbody>
</table>

Directory Advertorial
$4,000 per edition

Dominate your primary category by having the very first listing in that category, in addition to your alphabetical listings that will appear in all three categories, which includes:

- Company listing and logo on the first page of category and includes two-thirds page ad
- Logo mention on “Supplier Industry Experts” index page
- First right of refusal on future placements
FRANCHISE OPPORTUNITIES GUIDE

2020 FRANCHISE OPPORTUNITIES GUIDE AD RATES

2020 IFA and Supplier Forum Member Rates

<table>
<thead>
<tr>
<th>Ad Placement</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover*</td>
<td>$7,000</td>
</tr>
<tr>
<td>Inside Front Cover*</td>
<td>$6,500</td>
</tr>
<tr>
<td>Inside Back Cover*</td>
<td>$6,500</td>
</tr>
<tr>
<td>Page 1 (Opp. Cover 2)*</td>
<td>$6,500</td>
</tr>
<tr>
<td>Page 2*</td>
<td>$6,000</td>
</tr>
<tr>
<td>Page 5 (Opp. T.O.C.)*</td>
<td>$5,000</td>
</tr>
<tr>
<td>Two Page Spread</td>
<td>$7,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,750</td>
</tr>
<tr>
<td>2/3 Page (Vertical)</td>
<td>$3,000</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,500</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,650</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Jumbo Logo (Four color only) $1,200

Standard Logo (Four color only) $750

Directory Advertorial (Full page) $4,000

* Premium position.
** With purchase of full page ad

Ad Deadlines

2020 Spring/Summer Edition
Listing Update Deadline: December 20, 2019
Logo Deadline: January 10, 2020
Editorial Section Deadline: February 18, 2020
Editorial Materials Due: March 9, 2020

2020 Fall/Winter Edition
Listing Update Deadline: June 26, 2020
Logo Deadline: July 15, 2020
Editorial Section Deadline: August 21, 2020
Editorial Materials Due: August 28, 2020

Supplier Introductory Value Package
Starting at Only $2,350/Year*
• Featured category logo on Franchise.org
• Enhanced company profile on Franchise.org
• Direct link to your website
• Category logos in the next two Franchise Opportunities Guides® and Supplier Source Book
*Options available for increased exposure

Material Requirements

All web offset: Franchise Opportunities Guide® is produced computer-to-plate. Franchise Opportunities Guide® subscribes to the SWOP (Specifications for Offset Publications) standards. Franchise Opportunities Guide® is perfect bound and printed on 40-lb. #5 gloss text and 7pt. #2 gloss cover stock.

Ad Sizes

Guide Trim Size: 8.25” x 10.875”
(All ad specifications are in inches, width by height. Keep live matter .5” from trim on each side.)

Page Dimensions

Full Page
Live Area: 7.25” x 9.875”
Trim: 8.5” x 10.875”
Supplied Bleed: 8.5” x 11.125”

Two-thirds Page
4.5” x 9.5”

Half Page Island
4.5” x 7.375”

Half Page Horizontal
7.25” x 4.5”

Third Page Vertical
2.125” x 9.5”

Third Page Square
4.5” x 4.5”

Quarter Page
3.5” x 4.5”
IF A MEDIA ON ALL PLATFORMS

Franchise Opportunities Guide
57K+ READERS

Franchise.org
180K+ UNIQUE VISITORS

Franchising World
42K+ READERS

PrIME
EXPOSURE
YOUR WAY

Get Excited
About
Your
Future
Be a business owner, reach your goals and experience how exciting life can be when you're The King of Clean®.

Jani-King offers the best value for your investment:
- Initial and ongoing training and education
- Local support from your regional office
- Administrative assistance - accounting
- Advertising and brand awareness
- Customized uniform and equipment programs
- Ongoing business offerings
- Business insurance
- Customized technology programs

*Master Franchise territories also available.

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*Contact Sean Ayres - Executive Vice President: +1.972.991.0900 | sayres@janiking.com

www.janiking.com/franchise