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.

IFA Regional Advertising Managers

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

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

“In business for yourself, but not by yourself.”
Franchise.org gives you the competitive edge in your online advertising matrix. Entrepreneurs 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, and informative franchise opportunity web portal available 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.

Why advertise on Franchise.org

- Franchise.org provides one of the largest searchable databases of franchise opportunities
- 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
FRANCHISOR MEMBER PACKAGES

→ Premium Package
$850/month*
* Minimum 6-month contract

1. Featured category logo and listing
2. Enhanced company profile — includes a direct link to advertiser’s franchise development site
3. Run of Site Banner 300 x 250 (rotating)
4. Homepage Rotating Spotlight (slider)
5. Homepage Static Banner placement (1 week per 6 month contract)
6. (1) FranBlog Content Post (per 6 month contract)
7. (1) Shared Prospective Franchisee Eblast (per 6 month contract)

→ Franchisor Introductory Value Package
$3,000/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 franchise development site
3. Standard Color Logo placements in next 2 editions of Franchise Opportunities Guide or upgrade to a JUMBO Color Logo for only $400 additional.

→ Franchisor Introductory Value Package
$3,400/year with Jumbo Color Logo Upgrade
Billed in three installments

A-LA-CARTE

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

Enhanced Company Profile
Includes a direct link to advertiser’s franchise development site
$1,500/12 months

VetFran Directory Static Banner
300w x 250h pixels
$750/One month continuous placement

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

Franchise Opportunities Blog Post
Promote your brand to franchise opportunity seekers on IFA’s Franchise Opportunities Blog. Describe your system and its culture in your own words through this exclusive native format.
$500/post
Dedicated Prospective Franchisee E-blast Sample

Your best opportunity for business ownership lies within the $146 trillion staffing industry. If you’re ready to keep more of what you earn and control your career path, consider Express Employment Professionals. Express franchise owners leverage a proven business model that allows them the freedom to be with friends and family on evenings and weekends.

Who is Express?
- The No. 1 Staffing industry franchise, Entrepreneur 500 (2012–2017)
- A proven system with more than 35 years of success and more than 900 franchise locations
- Express employed more than 540,000 people in 2017 and generated $3.5 billion in sales

How do you learn more?
- Visit ExpressFranchise.com, complete the short form with your name and email address and you’ll get access to our virtual tour
- Want to talk now? Email us at FranchiseEIP@ExpressPros.com or call (877) 602-6400

This could be the most valuable professional step you take!

*The International Franchise Association provides this email as a gold-plated invitation to explore personal and professional opportunities with established franchisors. Contact the company with whom you are interested for further information on becoming a franchisee. Prospective investors are encouraged to verify disclosures and money-grabbing inquires at franchise.org with a qualified franchise attorney.

Text & URL of your choice included.
Overview

Our “Franchise Opportunities for You” is a shared e-blast that includes a maximum of six advertisers per email, and is sent out monthly to 36,000+ opt-in prospective franchisees!

Facts:
- Sent by IFA on member’s behalf to our prospective franchisee list totaling more than 36,000
- 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 Prospective Franchisee E-Blast Pricing:
$995 each
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
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>Material Requirements</th>
<th>Masthead Billboard Banner Ad</th>
<th>News Section Sponsorships Rectangle-Text Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Size</strong> 650 x 157 pixels</td>
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<td>$500</td>
</tr>
<tr>
<td><strong>Size</strong> 120 x 60 pixels</td>
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<tr>
<td><strong>Size</strong> 180 x 150 pixels</td>
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</tr>
<tr>
<td><strong>Copy</strong> 250 characters maximum, excluding spaces</td>
<td>500</td>
<td>$650</td>
</tr>
</tbody>
</table>

**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.

**File Transfer**

All artwork must be emailed to your Ad Representative.

**NOTE:** AD MATERIALS ARE DUE 10 DAYS PRIOR TO THE SEND DATE.
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®
Franchise Development; Irv Braun, Director, Franchise Development; Felix Mirando, President, ATC Healthcare, Inc.


discerning clientele, and it’s just not the right time, over the last several years there has been a groundbreaking, alternative medicine approach to helping kids overcome their learning and behavioral challenges. At LearningRx®, we offer a nationwide, drug-free program that focuses on improving language, brain processing, auditory processing, reading, writing, and math skills, while building confidence and self-esteem. Our program is individualized to meet the needs of each child, tailored to their specific learning style and preferences.

QUALIFICATIONS: Experience in running a business model. “One of America’s Most Promising Young Companies” from an experienced team of franchise professionals.

CASH INVESTMENT: $56,299-$353,900 start-up cash; $55,000-$155,000 average cash needed; $255,000-$529,000 average fixed assets.

Training/support: One week of mandatory on-site training for franchisees and three days of training at the franchisee site.

Franchisor Brand Spotlight Advertisorial

One page $6,000
Two page $9,000

Directory Advertisorial

$4,000 per edition

Dominate your primary category by having the very best 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 “Featured Franchise Opportunities” index page
- First right of refusal on future placements.

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.

Front Cover Logo

$1,500 with purchase of full page display ad

Directory Advertisorial Samples

Cover Logo Sample

See page 139 for full listing.

Franchisor Brand Spotlight Sample

See page 425 for full listing.
FRANCHISE OPPORTUNITIES GUIDE

2020 FRANCHISE OPPORTUNITIES GUIDE AD RATES

<table>
<thead>
<tr>
<th>2020 IFA and Supplier Forum Member Rates</th>
<th></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>

| Cover Logo Placement**                  | $1,500 |
| Jumbo Logo (Four color only)            | $1,200 |
| Standard Logo (Four color only)         | $750  |
| Directory Advertorial (Full page)       | $4,000 |
| Franchisor Brand Spotlight Advertorial (One page) | $6,000 |
| Franchisor Brand Spotlight Advertorial (Two page spread) | $9,000 |

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

Ad Deadlines

**2020 Spring/Summer Edition**
Listed 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**
Listed Update Deadline: June 26, 2020  
Logo Deadline: July 15, 2020  
Editorial Section Deadline: August 21, 2020  
Editorial Materials Due: August 28, 2020

Introductory Value Package
Starting at Only $3,000/Year*
- Featured category logo on Franchise.org  
- Enhanced company profile on Franchise.org  
- Direct link to your franchise development site  
- Category logos in the next two Franchise Opportunities Guides®

*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”

<table>
<thead>
<tr>
<th>Two-thirds Page</th>
<th>Half Page Island</th>
<th>Half Page Horizontal</th>
<th>Third Page Vertical</th>
<th>Third Page Square</th>
<th>Quarter Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.5” x 9.5”</td>
<td>4.5” x 7.375”</td>
<td>7.25” x 4.5”</td>
<td>2.125” x 9.5”</td>
<td>4.5” x 4.5”</td>
<td>3.5” x 4.5”</td>
</tr>
</tbody>
</table>

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

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

By the Numbers

15,000
PER ISSUE (average with bonus circulations)
Print Circulation

12,000
Franchising World Digital Edition

2.8%
Pass Along Rate (%)

42,000
Total Print Readership

27,000
Total Print and Digital Circulation

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 follows in line with IFA’s vision to be 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
Welcome to 2020, Your Best Year Yet
Exclusive industry insights and testimonials from the leaders of the franchise industry, best mentorship strategies, hottest social media trends and Countdown to Convention.

Winning Franchise Team Playbook

- Ad Opportunity: Pre-Convention Promotion for Exhibitors
- Bonus Distribution: FES 2020, Convention 2020

The Industry Trends Issue
A special report on the hottest franchise industry trends and resources your business needs now.

- Successful Business Insights, Biggest Trends of 2020

The 2021 Supplier Source Book
How to maximize your supplier membership and best supplier practices.

- Ad Opportunity: Marketing Toolkit, Franchisees of the Year Spotlight

Expanding Horizons: The Multi-Unit Issue
The top tools and strategies for growing your business and insights from multi-unit operators.

- Multi-Unit Franchisee Journeys to Growth, How to Best Invest, 2020 CFE Graduates, Convention Snapshot, Food & Beverage 2020 Franchise Directory

Convention 2020: Franchising’s Future Starts With Us
Key takeaways on 2020’s best business tools and methods and an outlook on the new franchise operations strategies your business needs.

- Meet Incoming IFA Chair, Catherine Monson, How to Create Your Dream Team, Convention Award Winners Spotlight

The Legal, Policy and Advocacy Issue
Giving you the most up to date advocacy efforts, changes in legislation your business needs to know and what your brand can do going forward.

- Top Legal Issues on the Radar, 2020 Legal Symposium Preview
- Ad Opportunity: Legal Spotlight
- Bonus Distribution: Legal Symposium 2020, FAN 2020

The International Issue
A look at the world of cross border franchising, trends, developments and best practices for growing and operating your brand overseas.

- International Franchisee Testimonials, 2019 International Franchise Opportunities Directory
- Ad Opportunity: Franchise Consultants/Broker Toolkit

The Next Generation of Franchising
Spotlight on the emerging leaders in franchising, what new trends your business should be following and a look back on 2020’s biggest industry highlights, tactics and tools.

- Young and Thriving: Featured Leaders of 2020, Convention Brochure
- Ad Opportunity: Technology Toolkit, Emerging Brand Spotlight
- Bonus Distribution: FES 2021, IFE 2021, FEW 2021

The Foundation Issue
Highlighting the IFA Foundation’s many programs including VetFran, Franchising Gives Back, Diversity and the CFE program.

- Veteran Testimonials, 2020 Franchising Gives Back Initiatives, A Dialogue on Diversity, CFE Program Updates
- Ad Opportunity: VetFran, Franchising Gives Back, Diversity and Women in Franchising Advertorials and Display Ads
- Bonus Distribution: Convention 2021, FEW 2020, FEW 2021, IFE 2021, More than 10 foundation events

The 2021 Supplier Source Book
Providing you exclusive insights and information on the top suppliers, products, and services for your franchise business.

- Ad Opportunity: Pre-Convention Promotion for Exhibitors
- Bonus Distribution: Convention 2021

The International Issue
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## 2020 FRANCHISING WORLD AD RATES

### 2020 4/C Display Ad IFA Member Rates***

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>11x</th>
</tr>
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<td>Back Cover*</td>
<td>$4,500</td>
<td>$4,300</td>
<td>$4,100</td>
<td>$4,000</td>
</tr>
<tr>
<td>Inside Front Cover*</td>
<td>$4,000</td>
<td>$3,600</td>
<td>$3,400</td>
<td>$3,100</td>
</tr>
<tr>
<td>Inside Back Cover*</td>
<td>$3,500</td>
<td>$3,250</td>
<td>$3,000</td>
<td>$2,750</td>
</tr>
<tr>
<td>Page 1 (Opp. Cover 2)*</td>
<td>$4,000</td>
<td>$3,600</td>
<td>$3,400</td>
<td>$3,100</td>
</tr>
<tr>
<td>Page 2*</td>
<td>$4,000</td>
<td>$3,600</td>
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<tr>
<td>Two Page Spread</td>
<td>$7,000</td>
<td>$5,000</td>
<td>$4,500</td>
<td>$4,250</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,500</td>
<td>$3,175</td>
<td>$3,000</td>
<td>$2,750</td>
</tr>
<tr>
<td>2/3 Page (Vertical)</td>
<td>$3,000</td>
<td>$2,750</td>
<td>$2,400</td>
<td>$2,100</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,500</td>
<td>$2,200</td>
<td>$2,000</td>
<td>$1,800</td>
</tr>
<tr>
<td>1/3 Page (Vertical or Square)</td>
<td>$1,750</td>
<td>$1,500</td>
<td>$1,300</td>
<td>$1,200</td>
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<tr>
<td>1/4 Page</td>
<td>$1,350</td>
<td>$1,250</td>
<td>$1,150</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### Pre-Printed Inserts**

- **$5,000**
  - For pre-printed insert specifications, contact your advertising representative.

### Bellyband**

- **$8,000**
  - For bellyband specifications, contact your advertising representative.

### Franchisor 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.

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### 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

**Two Page Spread**

- **Live Area:** 15.75” x 9.875”
- **Trim:** 16.75” x 10.875”
- **Supplied Bleed:** 17” x 11.125”

**Full Page**

- **Live Area:** 7.375” x 9.875”
- **Trim:** 8.375” x 10.875”
- **Supplied Bleed:** 8.625” x 11.125”

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**Two-thirds Page**

- **4.875” x 9.5”**

**Half Page Horizontal**

- **7.375” x 4.625”**

**Third Page Vertical**

- **2.375” x 9.5”**

**Third Page Square**

- **4.875” x 4.625”**

**Quarter Page**

- **3.5” x 4.875”**
Franchise Opportunities Guide
57K+ READERS

Franchise.org
180K+ UNIQUE VISITORS

Franchising World
42K+ READERS

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