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

$2,750/year with Jumbo Color Logo Upgrade
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

BY THE NUMBERS

7,000+
Average Sent

20%
Average Open Rate

3-7%
Average Click-Thru Rate
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
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

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>Frequency</td>
<td>4-12 Issues</td>
<td>12+ Issues</td>
</tr>
<tr>
<td>Masthead Billboard Banner Ad</td>
<td>$600</td>
<td>$500</td>
</tr>
<tr>
<td>News Section Sponsorships Rectangle-Text Ad</td>
<td>$500</td>
<td>$400</td>
</tr>
</tbody>
</table>

## Material Requirements

**Masthead Billboard Banner Ad**
- Size: 970 x 250 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.
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

Reach thousands of C-Level Executives Within the Industry

IFA Insider e-newsletter sample

Advertiser Mentioned at Top of Newsletter

1st Content Ad

2nd Content Ad

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.

14,000 Subscribers
Distribution Weekly on Tuesday

BY THE NUMBERS

BY THE NUMBERS

14,000 Subscribers

Distribution Weekly on Tuesday

IFA INSIDER

IFA Insider e-newsletter sample

Reach thousands of C-Level Executives Within the Industry

Advertiser Mentioned at Top of Newsletter

1st Content Ad

2nd Content Ad

2020 IFA Insider Rate*

Content Advertising
One sponsor per send
$2,000

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- 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
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 Marketing & Technology Issue
A special report on the hottest franchise industry trends and resources your business needs now.

• Successful Business Insights, Biggest Trends of 2020

Bonus Distribution: FEW 2020, EFC 2020, IFA Ops 2020

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

Bonus Distribution: Convention 2020

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

Ad Opportunity: Opportunities in Multi-Unit Franchising
Bonus Distribution: NRA 2020, FUMC 2020, FEW 2020

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

IFA’s 60th Anniversary Issue
Franchise operations and development through the years. Celebrating our longstanding franchise members that have revolutionized the franchise industry and showcasing the best business practices.

• Exclusive! Vintage cover and photos throughout the magazine.

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

Bonus Distribution: All IFA Events and All Major Expos throughout next year

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

Advocacy Issue
Giving you the most up to date legislation your business needs to know and what your brand can do going forward.

• Advocacy Efforts, A Dialogue on Diversity, Franchising Gives Back Initiatives, A Dialogue on Diversity, CFE Program Updates

• Veteran Testimonials, 2020 Franchising Gives Back Initiatives, A Dialogue on Diversity, CFE Program Updates

• Top Legal Issues on the Radar, 2019 Internation Franchise Issue

Ad Opportunity: VetFran, Franchising Gives Back, Diversity and Women in Franchising
Bonus Distribution: Convention 2021, More than 10 foundation events

Ad Opportunity: VetFran, Franchising Gives Back, Diversity and Women in Franchising
Bonus Distribution: Convention 2021, More than 10 foundation events

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

Ad Opportunity: VetFran, Franchising Gives Back, Diversity and Women in Franchising
Bonus Distribution: Convention 2021, More than 10 foundation events

Ad Opportunity: Technology Toolkit, Emerging Brand Spotlight
Bonus Distribution: FES 2021, IFE 2021, FEW 2021

Ad Opportunity: Franchise Consultants/Broker Toolkit

Ad Opportunity: Franchise Consultants/Broker Toolkit

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

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Ad Opportunity: Pre-Convention Promotion for Exhibitors
Bonus Distribution: Convention 2021
## 2020 FRANCHISING WORLD AD RATES

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

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>11x</th>
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</thead>
<tbody>
<tr>
<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>
<td>$3,400</td>
<td>$3,100</td>
</tr>
<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>
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<tr>
<td>1/2 Page</td>
<td>$2,500</td>
<td>$2,200</td>
<td>$2,000</td>
<td>$1,800</td>
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<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>
</tr>
<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**

- **Full Page**: $5,000
- **Bellyband****: $8,000

### People & News Section Supplier Mention

- **Full Page**: $1,500/sponsored mention

### Supplier Spotlight Advertorial (IFA Members Only)

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

---

### 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”

### 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
BY THE NUMBERS

15,000
Total print circulation

57,000
Total Readership

3.8%
Average Pass Along Rate

FRANCHISE OPPORTUNITIES GUIDE

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®

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

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

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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

Jumbo Logo $1,200
Standard Logo $750

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

Directory Advertorial Samples

FRANCHISE OPPORTUNITIES GUIDE

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 FRANCHISE OPPORTUNITIES GUIDE AD RATES

### 2020 IFA and Supplier Forum Member Rates

<table>
<thead>
<tr>
<th>Rate Description</th>
<th>Cost</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>
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<tr>
<td>1/4 Page</td>
<td>$1,000</td>
</tr>
<tr>
<td>Jumbo Logo (Four color only)</td>
<td>$1,200</td>
</tr>
<tr>
<td>Standard Logo (Four color only)</td>
<td>$750</td>
</tr>
<tr>
<td>Directory Advertorial (Full page)</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

*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

### Ad Sizes

**Guide Trim Size:** 8.25” × 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” × 9.875”
- Trim: 8.5” × 10.875”
- Supplied Bleed: 8.5” × 11.125”

### 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

- **Two-thirds Page**: 4.5” × 9.5”
- **Half Page Island**: 4.5” × 7.375”
- **Half Page Horizontal**: 7.25” × 4.5”
- **Third Page Vertical**: 2.125” × 9.5”
- **Third Page Square**: 4.5” × 4.5”
- **Quarter Page**: 3.5” × 4.5”

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Franchise Opportunities Guide
57K+ READERS

Franchising World
42K+ READERS

Franchise.org
180K+ UNIQUE VISITORS

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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