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)

**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

→ **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.
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!

Dedicated Supplier E-blast Sample

BY THE NUMBERS

7,000+
AVERAGE SENT

20%
AVERAGE OPEN RATE

24%
AVERAGE CLICK-THRU RATE

Click to view e-blast example.

Text & URL of your choice included.

CLICKABLE BANNER 600 x 250 PIXELS

RevLocal
Free eBook:
Tips for Growing Your Franchise and Building a Brand That Lasts

Download Your Free Franchise Marketing Guide!
Whether you’re established as a franchise or you’re just getting started, there’s always room for growth and improvement. It takes a lot of effort to run a successful business, but this guide will help you work through the big and small things you can do each day to grow your franchise and build your brand.

Click here to download your free guide for the following tips:
- How to Improve Communication and Build Franchisee Trust
- Tips for Hosting Great Annual Conventions
- How to Market Your Franchise Locations
- Tips for Building Brand Consistency
- Insight on Working with Agencies

DOWNLOAD MY GUIDE

Ready to learn more? Click here to learn how we can help your brand build a better online presence and reach more customers with a personalized approach to digital marketing!

This is a paid advertisement.
**Overview**

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

**Facts:**
- Sent by IFA on member’s behalf to our member 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 Sample**
- **AD IMAGE 300 X 250 PIXELS**
- **$995 each**

**Supplier Solutions of the Month**

From franchise consultants to digital marketers, and everything in between, if you have a need, the Supplier Forum has the solution. IFA encourages you to look to the Supplier Forum first as these members are committed to the franchise space.

**Big Sky Franchise Team**
Franchise your business and grow your brand with Big Sky Franchise Team. Our experienced franchise consultants use proven systems to provide franchise consulting, development, and marketing solutions for businesses of every growth stage, from emerging brands to established franchisors. Call 855-824-4759 for your free franchise consultation or visit BigSkyFranchiseTeam.com.

**Location3**
Location3 is the digital agency that delivers enterprise strategy with local activation. We partner with franchisors and franchisees to drive increases in customer volume, brand awareness and total revenue. From managing national media campaigns to developing local customer acquisition programs, we combine best-in-class franchise marketing strategies with proven technology like LOCALACT to grow your business.

**PwC FranSuite**
Digital marketing doesn’t have to be hard. With PwC FranSuite, you can easily create, launch, manage and optimize ads across your franchise networks; build Facebook, Instagram and Google Ads. Communicate campaign performance across locations while tracking your marketing spend all from one dashboard. Click here to schedule a demo and learn how PwC FranSuite can help your franchise brand grow.

**Dream Vacations**
Combining the brainpower of artificial intelligence with the drive, passion, curiosity and human ingenuity of your franchise team is easier than you realize. Contact Qubo today to find out how AI can transform your data, increase sales, streamline operations, improve finances and much more. Learn more.

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**Reach Key Prospects Instantly!**

**BY THE NUMBERS**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Sent</td>
<td>7,000+</td>
</tr>
<tr>
<td>Average Open Rate</td>
<td>20%</td>
</tr>
<tr>
<td>Average Click-Thru Rate</td>
<td>24%</td>
</tr>
</tbody>
</table>

**Shared Supplier E-blast Sample**

**Supplier Solutions of the Month**

From franchise consultants to digital marketers, and everything in between, if you have a need, the Supplier Forum has the solution. IFA encourages you to look to the Supplier Forum first as these members are committed to the franchise space.

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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

By the Numbers
19,000 Subscribers
Distribution Weekly on Tuesday

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.
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
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.
# IFA SMARTBRIEF

## 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>4-12 Issues</td>
<td>12+ Issues</td>
</tr>
<tr>
<td><strong>Masthead Billboard Banner Ad</strong></td>
<td>$600</td>
<td>$500</td>
</tr>
<tr>
<td><strong>News Section Sponsorships Rectangle-Text Ad</strong></td>
<td>$500</td>
<td>$400</td>
</tr>
<tr>
<td>Franchise News, Best Practices &amp; Business Leadership, Trend Watch, News from IFA</td>
<td>$650</td>
<td>$585</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 GIFs, 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.
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
FRANCHISING WORLD 2020-2021 CALENDAR

FRANCHISING WORLD IS RETURNING SOON!

STAY TUNED FOR DETAILS
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>Two Page Spread</th>
<th>Live Area: 15.75” x 9.875”</th>
<th>Trim: 16.75” x 10.875”</th>
<th>Supplied Bleed: 17” x 11.125”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Page 1 (Opp. Cover 2)* | $4,000 | $3,600 | $3,400 | $3,100 |
| Page 2*               | $4,000 | $3,600 | $3,400 | $3,100 |
| Two Page Spread       | $7,000 | $5,000 | $4,500 | $4,250 |
| Full Page             | $3,500 | $3,175 | $3,000 | $2,750 |
| 2/3 Page (Vertical)   | $3,000 | $2,750 | $2,400 | $2,100 |
| 1/2 Page              | $2,500 | $2,200 | $2,000 | $1,800 |
| 1/3 Page (Vertical or Square) | $1,750 | $1,500 | $1,300 | $1,200 |
| 1/4 Page              | $1,350 | $1,250 | $1,150 | $1,000 |

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.
### IFA Toolkits

IFA Toolkits are designed to help franchisors understand the variety of options available to franchisees in technology, marketing or provide general expertise and knowledge around the current economic climate.

#### Three Topics for 2020

**Marketing, Operations & Development Toolkit**
- September 2020
- Space close: 8/20/20
- Artwork due: 8/31/20

**Industry Resources Toolkit**
- October 2020
- Space close: 9/17/20
- Artwork due: 9/23/20

**Technology Toolkit**
- December 2020
- Space close: 11/9/20
- Artwork due: 11/13/20

**Pricing:**
- Two-Page Thought Leadership Article: $3,500
- Full Page Display Ad (C2/C4): $500
- Digital Pop-Up Video: $500
- Digital Interstitial Display Ad: $500

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**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**

**Limited space available!**

**White Paper Material Requirements**

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

**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

**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

**Digital Pop-Up Video Requirements**
- Video must be in MP4, F4V or FLV format. Max file size: 100 MB

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Carly Wooley, Senior Director, Advertising  
202.662.0788 - cwooley@franchise.org
The Franchise Opportunities Guide® is the most comprehensive print resource for entrepreneurs and opportunity seekers interested in franchising. But more than that, the Supplier Section of the Guide is also used as a reference tool for the franchise community when looking for new supplier partners.

The Franchise Opportunities Guide® also contains vital information about 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®?

- The Franchise Opportunities Guide® supplies credibility, as multiple sources show that consumers trust ads in print publications
- Your listing and ad directly reaches IFA members through a medium that has been trusted for years
- You must be an IFA member to be listed and advertise in the Franchise Opportunities Guide®
We offer a discounted franchise fee for military veterans. For more information, visit: anytimefitness.com/franchise
2020 FRANCHISE OPPORTUNITIES GUIDE AD RATES

2020 IFA and Supplier Forum Member Rates

<table>
<thead>
<tr>
<th>Rate</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>
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<tr>
<td>1/3 Page</td>
<td>$1,650</td>
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<td>1/4 Page</td>
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<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

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®

*Options available for increased exposure

2020 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” 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: 8.75” 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”

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.
Franchise Opportunities Guide

57K+ READERS

Franchise.org
195K+ 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