2020 IFA MEDIA KIT

FRANCHISORS

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.

IFA Advertising Senior Director

Carly Wooley
202.662.0788
cwooley@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
1. Featured category logo and listing
2. Enhanced company profile — includes a direct link to advertiser’s franchise development site

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

Overview

The Dedicated Prospective Franchisee E-blast is sent on your behalf from the IFA to 36,000+ opt-in prospective franchisees. Bypass spam filters and gatekeepers with this direct email opportunity!

Facts:

- Sent by IFA on behalf of the client to prospective franchisee list of 36,000+
- Purchase a maximum of 4x/year

Includes:

- Standard template (see example on right side of page)
- Subject line: 55 characters max, excluding spaces
- One clickable banner: 600w x 250h pixels
- Text: average 150 words
- URL to landing page on your site

Dedicated Prospective Franchisee E-Blast Pricing:

$2,500 each
$2,250 each when reserving 4x together over a 12 month period

BY THE NUMBERS

36,000+
Average Sent

10%
Average Open Rate

2%
Average Click-Thru Rate
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>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

File Transfer
All artwork must be emailed to your Ad Representative.

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 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

We have a display ad on 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 pages when a prospective franchisee searches categories of opportunities.

- **Front Cover Logo**: $1,500 with purchase of full page display ad

#### Logo Rates

- **Jumbo Logo**: $1,200
- **Standard Logo**: $750

#### Franchisor Brand Spotlight Advertorial

- **One page**: $6,000
- **Two page**: $9,000

#### 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 “Featured Franchise Opportunities” index page
- First right of refusal on future placements.

### Franchise Opportunities Guide

- **202.662.0788** • **cwooley@franchise.org**
- **FRANCHISE OPPORTUNITIES GUIDE**
- **THE OFFICIAL GUIDE TO FRANCHISING**

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Carly Wooley, Senior Director, Advertising
202.662.0788 • cwooley@franchise.org
## 2020 FRANCHISE OPPORTUNITIES GUIDE AD RATES

### 2020 IFA and Supplier Forum Member Rates

<table>
<thead>
<tr>
<th>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>

<table>
<thead>
<tr>
<th>Placement</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Logo Placement**</td>
<td>$1,500</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>
<tr>
<td>Franchisor Brand Spotlight Advertorial (One page)</td>
<td>$6,000</td>
</tr>
<tr>
<td>Franchisor Brand Spotlight Advertorial (Two page spread)</td>
<td>$9,000</td>
</tr>
</tbody>
</table>

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

### 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

### 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.
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
FRANCHISING WORLD IS RETURNING SOON!

STAY TUNED FOR DETAILS
### 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>
</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>
<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>
</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**
- **$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

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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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**Ad Sizes**

- **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
195K+ UNIQUE VISITORS

Franchising World
42K+ READERS