2021 IFA MEDIA KIT

SUPPLIERS

PRIME EXPOSURE YOUR WAY
2021 IFA MEDIA KIT

TARGET AUDIENCE
The Franchise Community Including All IFA Franchisor and Franchisee Members

TARGET AUDIENCE

The Franchise Community Including All IFA Franchisor and Franchisee Members

About the International Franchise Association (IFA)
IFA is a trade association representing 1,200+ franchise brands and their franchisees and 550+ supporting suppliers. We are the only organization that promotes, protects, and strengthens the franchising business model worldwide. Through best in class educational events, widely distributed publications, and a proven government relations team, we accomplish goals of our individual members and the collective industry.

SUMMARY OF PRODUCTS & CHANNELS

Products:
• E-Newsletters
• Email Blasts
• Sponsored Content
• White Papers
• Webinars
• Digital Website Display Ads
• Thought Leadership Resources
• Print Ads
• Digital Magazine Display Ads/Interstitial Ads/Videos
• Event Exhibit Booths
• Event Sponsorships

Channels:

DIGITAL
• Franchise.org
• IFA Community Microsite
• IFA SmartBrief Email
• IFA IFA Newsletters
• IFA Supplier Solutions of the Month Shared Eblast
• Franchising World Magazine (5 issues)
• Franchise Opportunities Guide - Member Directory (2 issues)
• IFA Toolkits

PRINT
• Franchising World Magazine (1 issue)
• Franchise Opportunities Guide - Member Directory (2 issues)

EVENTS
• 6 Events Annually (hybrid)

EDUCATION
• Webinars & White Papers
• Dedicated E-Blast
• Shared E-Blast
• IFA SmartBrief
• IFA Insider
• IFA E-Newsletters
• Franchising World

I.F.A. TOOLKITS

Carly Wooley
202.662.0788
cwooley@franchise.org

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IFA Advertising
Senior Director

Carly Wooley
202.662.0788
cwooley@franchise.org
By the Numbers

195,000
Average Monthly Unique Views

35%
of traffic goes to member profile pages

40%
of visitors on mobile

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 have a listing on our site
- Advertiser’s profiles receive 4x more visitors than non-advertisers
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) 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.

- **Supplier Introductory Value Package**
  - $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

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/mo per post

- **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

- **Retargeting**
  - Visitors to IFA’s website will see your ads on subsequent websites they visit, allowing you to share your products and services directly in front of them.
  - Packages starting at $2,000
WEBINARS

Sponsor IFA’s webinar series and attract the attention of thousands of franchise professionals looking to IFA for guidance during these uncertain times and beyond. Now, you have the opportunity to get your company’s products and services directly in front of them by sponsoring an upcoming webinar. We have three webinar format options to choose from:

**Educational Webinar Series: WednesdayWise Webinar**
- Occurs once per month on Wednesday
- Educational format (i.e. business, trends, products or services)
- Earn CFE credits (topic agreed to by IFA in advance)
- Attendee list ("opt-in" only)
- Member marketing including company logo via all IFA channels and social media

**Sponsored Business and Government Relations Webinar Series**
- Ongoing series
- Industry experts present and lead discussion
- Brief remarks by sponsor at start of webinar
- Logo placement in pre or post webinar marketing with clickable links
- Logo and contact information on presentation slides
- Attendee list ("opt-in" only)
- Sample topics include general best practices, expert advice, business growth, critical legislation and issues, current economic climate, etc.
- Member marketing including company logo via all IFA channels and social media
- Exclusive $10,000 sponsorships include the added benefit of having an additional one-hour exclusive webinar discussion with IFA’s Government Relation’s team and an audience of your choosing to discuss a relevant topic of your choice. Discussion format can be town hall Q&A, consultation for selected audience members, or a presentation on specific topic.

**Pricing:** $5,000–$10,000 per webinar

**Lunch-n-Learn Webinar Series**
- Occurs twice per month on Thursdays
- Informational session led by the sponsor in multiple format opportunities (i.e. town hall Q&A, fireside chat, panel, roundtable discussion; may/may not be a presentation format)
- Topic of choice (approved by IFA)
- Attendee list ("opt-in" only)
- Member marketing including company logo via all IFA channels and social media

**Pricing:** $2,500 for 30-minute webinar (other time increments available upon request)

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**WHITE PAPERS**

IFA’s White Papers are a new and exclusive opportunity that you do not want to miss out on! Make your company stand out by positioning yourself as a thought leader in the franchise space.

**Facts:**
- Housed on franchise.org for 3 months
- Promoted through IFA’s marketing and social channels
- White paper promoted in Franchising World magazine
- Pinned to the top as “featured” white paper for two weeks
- Receive download lead contact information
- Maximum of six white papers highlighted at a time

**White Paper Pricing:** $5,000

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- Copy explaining the content of the white paper.
- Copy explaining the content of the white paper.
- Copy explaining the content of the white paper.
- Copy explaining the content of the white paper.
- Copy explaining the content of the white paper.
- Copy explaining the content of the white paper.
SUPPLIER E-BLASTS

Dedicated Supplier E-Blast
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!

Includes:
- Subject line: 55 characters max, excluding spaces
- One clickable banner 600 x 250 pixels
- Text: average 150 words
- URL to landing page on your site

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

Shared Supplier E-Blast
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+ franchise executives.

Includes:
- Company Name
- Ad Image 300 x 250 pixels
- 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 Smarter Way to Reach Franchisor and Franchisee Executives

IFA SmartBrief is a subscription-only news service dedicated to informing franchisee and franchisor executives of the news shaping their industry. Developed in exclusive partnership with the International Franchise Association, it provides a thrice-weekly summary of essential news for our subscribers and tailors the most effective marketing opportunities for our advertisers.

SmartBrief Solutions

Whether you’re launching a new product, driving traffic to an event or building your sales pipeline, your dedicated SmartBrief account team can help you create the right mix of advertising and content solutions to achieve your goals.

Contact:

For SmartBrief ad buys, ad specs, or questions, reach out to the IFA SmartBrief team directly:
Emily Elliott: emily.elliott@futurenet.com
Elanor Massey: eleanor.massey@futurenet.com

Display & Native Advertising Rates

<table>
<thead>
<tr>
<th>IFA SmartBrief Ad Rates*</th>
<th>Sample</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prices are per issue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Above-the-Fold Takeover</td>
<td>$900</td>
<td>View Sample, View Specs</td>
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<tr>
<td>Billboard Banner Ad</td>
<td>$600</td>
<td>View Sample, View Specs</td>
</tr>
<tr>
<td>News Section Sponsorship Rectangle-Text Ad**</td>
<td>$600</td>
<td>View Sample, View Specs</td>
</tr>
<tr>
<td>Video-Text Ad**</td>
<td>$600</td>
<td>View Sample, View Specs</td>
</tr>
<tr>
<td>Featured Content</td>
<td>$600</td>
<td>View Sample, View Specs</td>
</tr>
<tr>
<td>SmartSocial</td>
<td>$35 CPM</td>
<td>View Sample, View Specs</td>
</tr>
</tbody>
</table>

* 5x minimum on Display & Native Advertising
** News Section ads include Rectangle-Text Ad or Video-Text Ad
** Upgrade any news section placement to a Video-Text ad for a premium

For exclusive opportunities and to learn more, download the SmartBrief Media Kit.

2021 SMARTBRIEF MEDIA KIT

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

Integrate Your Brand Into Today’s Top News Stories

IFA Smartbrief e-newsletter Sample

Integrate Your Brand Into Today’s Top News Stories

IFA SMARTBRIEF

BY THE NUMBERS

13,000 Subscribers

DISTRIBUTION

Subscription-only News Service
Published 3x/week

BY THE NUMBERS

Prospective Franchisees
Other

Display & Native Advertising Rates

Download the SmartBrief Media Kit.
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.

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

2021 IFA Insider Rate
Content Advertising
One sponsor per send $2,000

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
**IFA E-NEWSLETTERS**

**IFA Government Relations Update**
The latest information franchise professionals need to know surrounding legislation that impacts small businesses as well as updates on IFA’s advocacy efforts.

**Facts:**
- Sent out weekly on Mondays
- Includes one sponsor for a 100% SOV opportunity
- Distribution: 13,000+
- Average Open Rate: 20%
- Average CTR: 19%

**Includes:**
- Sponsored logo and mention at the top of the email
- 970w x 250h px clickable banner within the email

**Pricing:**
$3,000 for 1 month (4-insertion) sponsorship

**IFA Marketing Roundup**
Results-focused stories from cutting-edge leaders in franchise marketing, innovation and technology.

**Facts:**
- Sent out bi-monthly to 2,500 marketing and technology executives and includes one native content sponsorship opportunity
- Your sponsored ad links through to a content piece written by your company about marketing, technology or innovation on franchise.org.
- Average Open Rate: 23%
- Average CTR: 13%

**Includes:**
- Native image/logo and language with clickable links that works into the format and overall design of the marketing roundup email

**Pricing:**
$1,500 per send

**IFA Weekly Update**
A roundup of IFA’s activities from the week and important updates that members need to know — all in one place.

**Facts:**
- Sent out weekly on Saturdays
- Includes one sponsor for a 100% SOV opportunity
- Distribution: 13,000+
- Average Open Rate: 19%
- Average CTR: 22%

**Includes:**
- Sponsored logo and mention at the top of the email
- 970w x 250h px clickable banner within the email

**Pricing:**
$3,000 for 1 month (4-insertion) sponsorship
Franchising World continues to be the pre-eminent voice and acknowledged leader for franchising worldwide and will make its return in a primarily digital format for 2021. Franchising World readers are comprised of C-level executives and senior level managers for 1,200+ franchised concepts, single and multi-unit franchisees, franchise community professionals, as well as opportunity seekers.

Why advertise in Franchising World Magazine?

- With a new primarily digital format, your ad becomes more easily trackable and can generate leads more quickly.
- Extended shelf life — three years of archived back issues digitally.
- 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 2021 CALENDAR

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Format</th>
<th>Edition Information</th>
</tr>
</thead>
</table>
| **NOVEMBER 2020** | Digital | The Resilience of the Franchise Community/IFA's 60th Anniversary Issue
- Showcasing the tenacity of franchise businesses through the pandemic. Celebrating our longstanding franchise members that have revolutionized the franchise industry and showcasing the best business practices.
- Exclusive! Vintage photos throughout the magazine.

- **Ad Opportunity:** Franchise Development and Operations, Best Practices and What’s Going to Make Your Brand Grow
- **Bonus Distribution:** IFA Events and Major Expos throughout next year (in person and virtual)

| **FEBRUARY 2021** | Digital/Print | Convention 2021: Stronger Together
- Key takeaways on 2021’s best business tools and methods and an outlook on the new franchise operations strategies your business needs.
- **Bonus Distribution:** Convention 2021

| **APRIL 2021** | Digital | 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.
- **Bonus Distribution:** Legal Symposium 2021, FAN 2021

| **JUNE 2021** | Digital | The Foundation Issue
- Highlighting the IFA Foundation’s many programs including VetFran, Franchising Gives Back, Diversity and the CFE program.
- **Bonus Distribution:** Legal Symposium 2021, FEW, FEH, Foundation Industry Events

| **AUGUST 2021** | Digital | Franchise Development, Growth and Trends Issue
- A special report on the hottest franchise industry trends and resources your business needs now.
- **Bonus Distribution:** IFA Events and Major Expos throughout next year (in person and virtual)

<table>
<thead>
<tr>
<th>Editorial Deadline</th>
<th>Ad Close</th>
<th>Artwork Due</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NOVEMBER 2020</strong></td>
<td>9/30/20</td>
<td>10/14/20</td>
</tr>
<tr>
<td><strong>FEBRUARY 2021</strong></td>
<td>12/30/20</td>
<td>1/8/21</td>
</tr>
<tr>
<td><strong>APRIL 2021</strong></td>
<td>3/2/21</td>
<td>3/11/21</td>
</tr>
<tr>
<td><strong>JUNE 2021</strong></td>
<td>5/3/21</td>
<td>5/11/21</td>
</tr>
<tr>
<td><strong>AUGUST 2021</strong></td>
<td>7/1/21</td>
<td>7/9/21</td>
</tr>
<tr>
<td><strong>ARTWORK DUE</strong></td>
<td>10/19/20</td>
<td>1/15/21</td>
</tr>
</tbody>
</table>
## 2021 FRANCHISING WORLD AD RATES

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Magazine Trim Size: 8.375” x 10.875”</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(All ad specifications are in inches, width by height. Keep live matter .375” from trim on each side.)</td>
</tr>
</tbody>
</table>

### 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”

#### 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”

### 2021 4/C Display Ad IFA Member Rates***

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover*</td>
<td>$4,000</td>
<td>$3,600</td>
<td>$3,400</td>
</tr>
<tr>
<td>Inside Front Cover*</td>
<td>$3,500</td>
<td>$3,100</td>
<td>$2,900</td>
</tr>
<tr>
<td>Inside Back Cover*</td>
<td>$3,000</td>
<td>$2,750</td>
<td>$2,500</td>
</tr>
<tr>
<td>First 8 Pages (Premium)*</td>
<td>$2,750</td>
<td>$2,500</td>
<td>$2,250</td>
</tr>
<tr>
<td>Two Page Spread</td>
<td>$5,000</td>
<td>$4,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,500</td>
<td>$2,175</td>
<td>$2,000</td>
</tr>
<tr>
<td>2/3 Page (Vertical)</td>
<td>$2,250</td>
<td>$2,000</td>
<td>$1,750</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,000</td>
<td>$1,750</td>
<td>$1,500</td>
</tr>
<tr>
<td>1/3 Page (Vertical or Square)</td>
<td>$1,500</td>
<td>$1,300</td>
<td>$1,100</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,150</td>
<td>$1,000</td>
<td>$850</td>
</tr>
<tr>
<td>People &amp; News Sponsor</td>
<td></td>
<td></td>
<td>$1,500/mention</td>
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### PRINT ONLY OPTIONS

<table>
<thead>
<tr>
<th>Pre-Printed Inserts**</th>
<th>$5,000</th>
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<tbody>
<tr>
<td><strong>For pre-printed insert specifications, contact your advertising representative.</strong></td>
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<table>
<thead>
<tr>
<th>Bellyband**</th>
<th>$8,000</th>
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</thead>
<tbody>
<tr>
<td><strong>For bellyband specifications, contact your advertising representative.</strong></td>
<td></td>
</tr>
</tbody>
</table>

### DIGITAL ONLY OPTION

| Pop-Up Video | $2,000 |

### Supplier Spotlight Advertorial

| Two Page Spread | $7,000 |
| One Page | $5,000 |

* 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 are designed to primarily help franchisors understand the variety of options available in technology, marketing or provide general expertise and knowledge around the current economic climate. Our Entrepreneur Toolkit is also specially designed to target opportunity seekers and to provide valuable resources to help them navigate the new world of franchising!

**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
- Provide valuable resources to opportunity seekers looking to open a franchise

**Pricing:**

Two-Page Thought Leadership Article: $3,500

Options available with purchase of white paper:

- Full Page Display Ad (C2/ C4): $500
- Digital Pop-Up Video: $500
- Digital Interstitial Display Ad: $500

**IFA DIGITAL TOOLKITS**

<table>
<thead>
<tr>
<th>Month</th>
<th>Toolkit</th>
<th>Supplier Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>March '21</td>
<td>Industry Resources Toolkit</td>
<td>TSYS, 844.300.4344 or via email at <a href="mailto:Franchise@tsys.com">Franchise@tsys.com</a></td>
</tr>
<tr>
<td>May '21</td>
<td>Marketing &amp; Development Toolkit</td>
<td>TSYS, 844.300.4344 or via email at <a href="mailto:Franchise@tsys.com">Franchise@tsys.com</a></td>
</tr>
<tr>
<td>September '21</td>
<td>Entrepreneur Resource Toolkit</td>
<td>TSYS, 844.300.4344 or via email at <a href="mailto:Franchise@tsys.com">Franchise@tsys.com</a></td>
</tr>
<tr>
<td>October '21</td>
<td>Supplier Source Book</td>
<td>TSYS, 844.300.4344 or via email at <a href="mailto:Franchise@tsys.com">Franchise@tsys.com</a></td>
</tr>
<tr>
<td>December '21</td>
<td>Technology Toolkit</td>
<td>TSYS, 844.300.4344 or via email at <a href="mailto:Franchise@tsys.com">Franchise@tsys.com</a></td>
</tr>
</tbody>
</table>

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

**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
The Franchise Opportunities Guide® is the most comprehensive 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 in the Franchise Opportunities Guide®.
2021 FRANCHISE OPPORTUNITIES GUIDE AD RATES

2021 IFA and Supplier Forum Member Rates

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

Jumbo Logo (Four color only) $1,200
Standard Logo (Four color only) $750
Directory Advertorial (Full page) $2,500

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

Ad Deadlines

2021 Spring/Summer Edition
- Listing Update Deadline: January 15, 2021
- Logo Deadline: February 1, 2021
- Front Section Deadline: March 6, 2021
- Front Section Materials Due: March 18, 2021

2021 Fall/Winter Edition
- Listing Update Deadline: June 25, 2021
- Logo Deadline: July 16, 2021
- Front Section Deadline: August 20, 2021
- Front Section Materials Due: August 27, 2021

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”

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

Directory Advertorial Samples
Jumbo Logo Sample

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

Directory Advertorial Samples
2021 IFA EVENTS GAME PLAN – COMING TO A LOCATION NEAR YOU SOON!

When you’re planning out how you want to tackle next year, whether it is for professional training or business development, IFA has an educational and networking event to sharpen your skills and get you out on the field, ready to face whatever comes your way.

**FEBRUARY 2021**

IFA Convention (Virtual)
February 9-25
Kickstart your year with this fully virtual and reimagined convention where members of the franchising community will come together to expand their knowledge, share proven solutions, network with other business leaders and get the latest news and updates to advance their brands in 2021 and beyond. This event is designed for franchisors, franchisees and supplier partners who serve the franchise community.

February 9-10: Emerging Franchisor Bootcamp
February 11: Annual Leadership Conference

**MAY 2021**

Legal Symposium (In-person)
May 2-4, 2021
Practical, real-world programming aimed at franchise lawyers over two and a half days addresses the latest business and franchise law developments. Connect with knowledgeable law practitioners and franchise executives while learning how to approach today’s legal landscape.

IBA/IFA Joint Conference (In-person)
May 4-5, 2021
Co-hosted by the International Bar Association’s International Franchising Committee, discover what legal and regulatory issues are facing franchisors around the world at this exciting event.

**MAY/JUNE 2021**

FranDev & Marketing Conferences (Virtual)
Dates: TBA
The latest proven lead generation strategies and sales process best practices are on display during the Franchise Development Conference, while the Marketing Conference focuses on practical solutions in marketing and innovation. We bring both groups together to amplify the interwoven relations between the two roles in the franchise system.

**SEPTEMBER 2021**

Franchise Action Network Annual Meeting (In-person)
September 20-22, 2021
Be an advocate for your business during the FAN Annual Meeting! Learn the latest legislative and policy updates impacting franchising and then storm Capitol Hill by joining other members of the franchising community during appointments with your Members of Congress.

**OCTOBER 2021**

Operations Conference (Hybrid: In-person and On-Demand)
October 4-5, 2021
Packed with powerful content, this annual event for Franchise Operations executives and practitioners will connect you with successful brands who will share their tips and strategies for exceptional operational structure, smart communications, strong field support and best-in-class leadership practices to build solid franchisee relationships with those on the front lines of your brand.

**NOVEMBER 2021**

Emerging Franchisor Conference (Hybrid)
November 16-18, 2021
The Emerging Franchisor Conference brings together emerging franchisors with experienced leaders in the community to answer a variety of burning questions. During this event, some of the leading experts in franchising will come together to help trailblaze the future of your business—sharing stories and sound advice on areas such as communications, infrastructure and culture, keeping your franchisees happy and profitable, smart franchise sales, reinvesting in the business (how and when), and more.

Questions about our 2021 Events Game Plan? Contact us at events@franchise.org.

Be sure to visit www.franchise.org for continuing updates.

Interested in business development opportunities, new pathways for lead generation and heightened brand visibility? Sponsorship and/or exhibit opportunities are available at many or all of these events. Contact Senior Director, Sponsorships and Exhibits, Lynette James, at ljames@franchise.org for more information.

Lynette James, Senior Director, Sponsorships and Exhibits
ljames@franchise.org  •  events@franchise.org
## ADVERTISING RATES

### Franchise.org Website (continuous)

<table>
<thead>
<tr>
<th>Package Options</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Online Package (aggressive, extensive reach)</td>
<td>$550/mo</td>
<td>N/A</td>
</tr>
<tr>
<td>Introductory Value Package (basic branding)</td>
<td>$2,350/yr</td>
<td>N/A</td>
</tr>
<tr>
<td>Digital Display ROS Banner</td>
<td>$400/mo</td>
<td>$800/mo</td>
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### Sponsored Content

<table>
<thead>
<tr>
<th>Sponsored Content</th>
<th>Members</th>
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<tbody>
<tr>
<td>Sponsored Member Content Post</td>
<td>$1,000/mo per post</td>
<td>$2,000/mo per post</td>
</tr>
<tr>
<td>White Papers</td>
<td>$5,000</td>
<td>$10,000</td>
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### Webinars (monthly)

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<th>Members</th>
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<tbody>
<tr>
<td>WednesdayWise Educational Webinars (1 hour)</td>
<td>$5,000</td>
<td>$10,000</td>
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<tr>
<td>Sponsored Business &amp; Government Relations Webinars (1 hour)</td>
<td>$5,000- $10,000</td>
<td>$10,000-$20,000</td>
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<tr>
<td>Lunch-N-Learn Webinars (30 minutes)</td>
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### E-Newsletters (weekly)

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<tbody>
<tr>
<td>IFA SmartBrief (3x/week MWF)</td>
<td></td>
<td></td>
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<tr>
<td>Above Fold Takeover</td>
<td>$900/issue</td>
<td>$900/issue</td>
</tr>
<tr>
<td>Leaderboard/News 1</td>
<td>$600/issue</td>
<td>$600/issue</td>
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<tr>
<td>IFA Insider (1x/week Tuesday)</td>
<td></td>
<td></td>
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<tr>
<td>Premium Ad Sponsor</td>
<td>$2,000/issue</td>
<td>$4,000/issue</td>
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<tr>
<td>IFA Government Relations Email (1x/week Monday)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premium Ad Sponsor</td>
<td>$3,000/mo</td>
<td>$6,000/mo</td>
</tr>
<tr>
<td>IFA’s Marketing Round-Up (1x/every other month)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premium Ad Sponsor</td>
<td>$1,500/issue</td>
<td>$3,000/issue</td>
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<tr>
<td>IFA Weekly Update Email</td>
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<tr>
<td>Premium Ad Sponsor</td>
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<td>$6,000/mo</td>
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### Email Blasts (weekly/monthly)

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<tr>
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<tbody>
<tr>
<td>Dedicated Supplier Eblast</td>
<td>$5,000 ea</td>
<td>$10,000 ea</td>
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<tr>
<td>Shared Supplier Eblast</td>
<td>$995 ea</td>
<td>$1,990 ea</td>
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### Franchising World (5x/year)

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<th>Franchising World (5x/year)</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display Ads (range from quarter to full page)</td>
<td>$1,150 to $2,500</td>
<td>$1,495 to $3,250</td>
</tr>
<tr>
<td>Premium Display ads</td>
<td>$2,750 to $4,000</td>
<td>$3,575 to $5,200</td>
</tr>
<tr>
<td>Advertorials</td>
<td>$5,000 to $7,000</td>
<td>$6,500 to $9,700</td>
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</table>

### Franchise Opportunities Guide (2x/year)

<table>
<thead>
<tr>
<th>Franchise Opportunities Guide (2x/year)</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo</td>
<td>$750/standard</td>
<td>$1,200/jumbo</td>
</tr>
<tr>
<td>Display Ads (range from quarter to full page)</td>
<td>$1,000 to $3,000</td>
<td>$1,300 to $3,900</td>
</tr>
<tr>
<td>Premium Display ads</td>
<td>$3,500 to $7,000</td>
<td>$4,550 to $9,100</td>
</tr>
<tr>
<td>Directory Advertorial</td>
<td>$2,500</td>
<td>N/A</td>
</tr>
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</table>

### IFA Toolkits (5x/year)

<table>
<thead>
<tr>
<th>IFA Toolkits (5x/year)</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Thought Leadership White Paper</td>
<td>$3,500</td>
<td>$7,000</td>
</tr>
<tr>
<td>Add-On Video, Display or Interstitial Ads</td>
<td>$500 ea</td>
<td>$1,000 ea</td>
</tr>
</tbody>
</table>