About the International Franchise Association (IFA)

IFA is a trade association representing 1,000+ franchise brands and their franchisees and 500+ supporting suppliers. We are the only organization that promotes, protects, and strengthens the franchising business model worldwide. Through best in class educational events and webinars, 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
- Virtual Roundtables
- 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 Digital Toolkits
- IFA Podcast

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

**EVENTS**
- 6 Events Annually
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 selected 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
$350/month*
* Minimum 6-month contract

1. Premium 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)

→ 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

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

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

2022 IFA SUPPLIER MEDIA KIT 4
WHITE PAPERS & RETARGETING

WHITE PAPERS
Want to be featured as a thought leader on franchise.org? IFA’s White Papers are a great vehicle if you’re looking to stand out in the franchise space. Featured white papers on franchise.org allow you to provide timely information on an industry survey, client case study, address major economic pain points, and more! Limited availability keeps your content front and center on this page consistently for 3 months!

Facts:
- Whitepapers average 50-150 downloads, depending on interest of topic
- White papers are a top 10 visited page on the site
- Promoted through IFA’s marketing channels including eblasts, newsletters, publications, and social
- Featured on franchise.org homepage for 2 weeks
- Advertiser receives contact lead download report weekly

White Paper Pricing: $5,000

DIGITAL RETARGETING
Why Retargeting?
IFA’s website audience of franchise opportunity seekers becomes your audience with retargeting. Get exclusive direct access to IFA’s website visitors and retarget them with your company’s ads that will showcase your brand, anywhere they visit online.

Quality Retargeting
Don’t rely on broad, generic targeting on common ad platforms to market your company. Stand out with IFA’s uniquely qualified audience that will showcase your brand to those who are looking to open a franchise like yours.

Quantifiable Results
Receive detailed reports that allow you to see your campaign results.

Ad Size Options
- 300 x 250 pixels
- 728 x 90 pixels
- 160 x 600 pixels
- 180 x 150 pixels

PACKAGE OPTIONS

<table>
<thead>
<tr>
<th>MONTHS</th>
<th>COST</th>
<th>IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>$10,000</td>
<td>500,000</td>
</tr>
<tr>
<td>3</td>
<td>$6,000</td>
<td>200,000</td>
</tr>
<tr>
<td>3</td>
<td>$4,000</td>
<td>100,000</td>
</tr>
<tr>
<td>3</td>
<td>$2,500</td>
<td>50,000</td>
</tr>
</tbody>
</table>
## IFA WEBINARS

### WEBINARS

Sponsor IFA’s webinar series and attract the attention of franchise professionals looking to IFA for guidance during these pressing times and beyond. Position your company as an industry leader while showcasing your products and services by sponsoring one of our webinars. We have three webinar formats to choose from:

<table>
<thead>
<tr>
<th>Educational Webinar Series: WednesdayWise Webinar</th>
<th>Sponsored Business and Government Relations Webinar Series</th>
<th>Lunch-n-Learn Webinar Series</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occurs once per month on Wednesday</td>
<td>Ongoing series</td>
<td>Occurs twice per month on Tuesdays</td>
</tr>
<tr>
<td>Educational format (i.e. business, trends, products or services)</td>
<td>Industry experts present and lead discussion</td>
<td>Informational session meant to engage attendees by giving a brief demo, highlight of products &amp; services strengths, success stories, or address industry pain points from working with other franchise clients</td>
</tr>
<tr>
<td>Topic and presenters of choice (must be members and approved by IFA)</td>
<td>Brief remarks by sponsor at start of webinar</td>
<td>Topic and presenters of choice (must be members and approved by IFA)</td>
</tr>
<tr>
<td>Earn CFE credits</td>
<td>Logo placement in pre or post webinar marketing</td>
<td>Earn CFE credits</td>
</tr>
<tr>
<td>Attendee list (“opt-in” only)</td>
<td>with clickable links</td>
<td>Attendee list (“opt-in” only)</td>
</tr>
<tr>
<td>Member marketing including company logo via all IFA channels and social media</td>
<td>Logo and contact information on presentation slides</td>
<td>Member marketing including company logo via all IFA channels and social media</td>
</tr>
<tr>
<td>Pricing: $8,000 for a 1-hour webinar</td>
<td>Attendee list (“opt-in” only)</td>
<td>Pricing: $4,000 for a 30-minute webinar</td>
</tr>
<tr>
<td>Pricing: $5,000–$10,000 per webinar</td>
<td>Sample topics include general best practices, expert advice, business growth, critical legislation and issues, current economic climate, etc</td>
<td>Pricing: $4,000 for a 30-minute webinar</td>
</tr>
<tr>
<td></td>
<td>Member marketing including company logo via all IFA channels and social media</td>
<td></td>
</tr>
<tr>
<td></td>
<td>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&amp;A, consultation for selected audience members, or a presentation on specific topic</td>
<td></td>
</tr>
</tbody>
</table>

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Carly Wooley, Senior Director, Advertising  
202.662.0788 • cwooley@franchise.org
NEW! PODCAST & VIRTUAL ROUNDTABLES

FRANCHISE VOICE: THE IFA PODCAST

New in 2022, Franchise Voice: The IFA Podcast delivers top trends and news from the world of franchising to franchise leaders and opportunity seekers alike. The podcast will air bi-monthly for download on iTunes, Google Play, Spotify and other popular podcast platforms and will be syndicated across all IFA social and email channels.

The half hour show includes the following creative advertising opportunities:

<table>
<thead>
<tr>
<th>PRESENTING SPONSORSHIP</th>
<th>SHOW BUYOUT</th>
<th>PAID SEGMENT</th>
<th>AD SPOT (30 SEC)</th>
<th>AD SPOT (60 SEC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$7,500/qtr</td>
<td>$10,000</td>
<td>$2,000</td>
<td>$200</td>
<td>$400</td>
</tr>
</tbody>
</table>

- **Presenting sponsorship** – Available for quarterly buys, include your branding and slogan during each podcast intro
- **Show Buyout** – Crafted in partnership with show producers, the show buy out is a multi-segment podcast focused on your insights, thought leadership or sales opportunity
- **Paid segment** – A five- to six-minute editorial segment crafted in partnership with show producers to deliver your insights, thought leadership or sales opportunity
- **Ad spots** – Include your :30- or :60-second advertisement as one of up to six advertisements in the bi-monthly podcast; minimum one month buy

VIRTUAL ROUNDTABLES

- 75 minute educational webinar with breakout sessions.
- Includes (3) sponsoring companies per roundtable all in the same general industry (ie: marketing)
- Attendees will begin webinar with intros and overview, attend all 3 breakouts of 20 minutes each, and will wrap up as a group.
- Sponsor will act as a facilitator to engage the attendees, answer questions, keep the dialogue going and to serve as thought leaders
- Promoted through IFA’s marketing and social channels, attendees receive CFE credits, and sponsor receives opt-in attendee information

**Pricing:** $5,000 per sponsor
SUPPLIER E-BLASTS

Dedicated Supplier E-Blast

The Dedicated Supplier E-blast is sent on your behalf from IFA to 6,000+ franchise executives. Bypass spam filters and gatekeepers with this targeted 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 6,000+ 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
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
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: 10,000+
- Average Open Rate: 17%
- Average CTR: 7%

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 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: 10,000+
- Average Open Rate: 15%
- Average CTR: 9%

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
- Distribution 10,000+ including all marketing and technology executives
- Includes one sponsor for a 100% SOV opportunity
- First featured content piece within newsletter
- Average Open Rate: 18%
- Average CTR: 18%

Includes:
- Sponsored logo and mention at the top of the email
- Native image and content piece written by your company about marketing, technology, or innovation that links through and is housed on franchise.org

Pricing:
$2,500 per send

Interested in IFA SmartBrief? Contact our partners at SmartBrief directly.
Emily Elliott | emily.elliott@futurenet.com | 202.991.1520
Franchising World continues 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 1,000+ franchised concepts, single and multi-unit franchisees, franchise community professionals, as well as opportunity seekers. This primarily digital format publication is housed and archived on franchise.org, with ads that include live, trackable links to the url of your choice.

### 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”

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Two-thirds Page</th>
<th>Half Page Horizontal</th>
<th>Third Page Vertical</th>
<th>Third Page Square</th>
<th>Quarter Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.875” x 9.5”</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>7.375” x 4.625”</td>
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<td></td>
</tr>
<tr>
<td>2.375” x 9.5”</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.875” x 4.625”</td>
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<tr>
<td>3.5” x 4.875”</td>
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</tr>
</tbody>
</table>

### 2022 FRANCHISING WORLD AD RATES

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opp Front Cover</td>
<td>$5,000</td>
<td>$4,600</td>
<td>$4,400</td>
</tr>
<tr>
<td>Inside Front Cover*</td>
<td>$4,000</td>
<td>$3,600</td>
<td>$3,400</td>
</tr>
<tr>
<td>Page 1 or 2</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>Back Cover*</td>
<td>$2,750</td>
<td>$2,500</td>
<td>$2,250</td>
</tr>
<tr>
<td>First 15 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>
</tbody>
</table>

**PRINT ONLY OPTIONS**

- **Back Cover (February Only):** $4,500
- **Front Cover (February Only):** $4,000

**DIGITAL ONLY OPTION**

- **Pop-Up Video or Interstitial Ad:** $1,000

**Supplier Spotlight/Content Bundle**

- One-Page Content + Full Page Ad: $7,000
- Two-Page Content + Full Page Ad: $8,500

* 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.
## FRANCHISING WORLD 2022 CALENDAR

<table>
<thead>
<tr>
<th>FEBRUARY 2022</th>
<th>PRINT ISSUE</th>
<th>IFA Annual Convention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital/Print</td>
<td></td>
<td>Inspiring strategies for successful 2022 events and networking tips to expand your contacts. Legal and regulatory issues your business needs to know. Uplifting stories around our open for opportunity campaign.</td>
</tr>
</tbody>
</table>

- Franchisor Industry Spotlight: Health & Wellness

- **Ad Opportunity**
  - Legal Spotlight, Health & Wellness Industry Spotlight

- **Bonus Distribution**
  - Convention 2022

<table>
<thead>
<tr>
<th>APRIL 2022</th>
<th>Digital</th>
<th>Franchise Leadership, Growth &amp; Development Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Investment strategies and keys to financial growth. Real estate development trends. Insights from CEOs in the industry. Get to know the IFA Certified Franchise Executive (CFE) program.</td>
</tr>
</tbody>
</table>

- Franchisor Industry Spotlight: Home Services & Home-Based Franchises

- **Ad Opportunity**
  - Home Services & Home-Based Franchises Industry Spotlight

<table>
<thead>
<tr>
<th>JUNE 2022</th>
<th>Digital</th>
<th>The Diversity, Equity &amp; Inclusion Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>The importance of diversity in the workplace. How to diversify your franchise system and find diverse candidates. Insights from women in franchising. Stories from the IFA Foundation’s Black Franchise Leadership Council and Franchising Pride Council.</td>
</tr>
</tbody>
</table>

- Franchisor Industry Spotlight: Children’s Services

- **Ad Opportunity**
  - Diversity and Women in Franchising Advertorials and Display Ads, Children’s Services Industry Spotlight

<table>
<thead>
<tr>
<th>SEPTEMBER 2022</th>
<th>Digital</th>
<th>Technology and Trends Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>A special report on the hottest franchise industry trends and technology resources.</td>
</tr>
</tbody>
</table>

- Franchisor Industry Spotlight: Food & Beverage Franchises

- **Ad Opportunity**
  - Food & Beverage Industry Spotlight

<table>
<thead>
<tr>
<th>NOVEMBER 2022</th>
<th>Digital</th>
<th>Emerging Franchisor and Year in Review Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Best practices, success stories, strategies and tips that emerging franchisors need to know. A look back at brands who have thrived this year and what has been accomplished on behalf of our members. Learn more about IFA’s VetFran program.</td>
</tr>
</tbody>
</table>

- Franchisor Industry Spotlight: Senior Care Franchises

- **Ad Opportunity**
  - VetFran, Emerging Brands, Senior Care Industry Spotlight

### IN EVERY ISSUE:

- Technology Content
- IFA Advocacy Efforts
- M&A/Private Equity
- Franchisee Profiles: Single & Multi-Unit
- Legal Spotlight in the “People & News” section
- Featured content from our partners
IFA Toolkits are designed to help franchisors understand the variety of options available in technology, marketing or provide general expertise and knowledge around the current economic climate.

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

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

Your marketing message includes:
- Two-page White Paper
- Company bio
- Headshot and direct contact information
- Company logo

IFA DIGITAL TOOLKITS

MAY ’22
Marketing, Development & Technology Toolkit

SPACe CLOSE
5/4/22
ARTWORK DUE
5/11/22

OCTOBER ’22
Supplier Source Book

SPACe CLOSE
10/4/22
ARTWORK DUE
10/10/22

White Paper Material Requirements

White Paper Text
• Up to 600 words with title and image
• Up to 700 word with title without image

Contact Bio: Up to 80 words

Company: 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

Protecting Your Brand
With Online Reputation Management

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**FRANCHISE OPPORTUNITIES GUIDE**

**BY THE NUMBERS**

7,500  
Print Circulation  
Per Issue

56,000  
Digital Circulation  
Per Issue*

33,000  
Opportunity Seekers

23,000  
Franchise Executives  
/includes franchisors, suppliers, and single & multi-unit franchisees)

63,500  
Total Print & Digital Circulation Per Issue

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 reaches IFA members through this trusted publication in both print and digital formats.
- You must be an IFA member to be listed in the **Franchise Opportunities Guide®**.

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Carly Wooley, Senior Director, Advertising  
202.662.0788 • cwooley@franchise.org
2022 FRANCHISE OPPORTUNITIES GUIDE AD RATES

<table>
<thead>
<tr>
<th>2022 IFA and Supplier Forum Member Rates</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover*</td>
<td>$7,000</td>
</tr>
<tr>
<td>Inside Front Cover*</td>
<td>$5,000</td>
</tr>
<tr>
<td>Inside Back Cover*</td>
<td>$3,500</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>
</tr>
<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>
</tr>
</tbody>
</table>

| Jumbo Logo (Four color only) | $1,200 |
| Standard Logo (Four color only) | $750 |
| Directory Advertorial (2/3 page) | $2,500 |

<table>
<thead>
<tr>
<th>Supplier Ad/Content Bundle</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>One Page Content + Full Page Ad</td>
<td>$7,000</td>
</tr>
<tr>
<td>Two Page Content + Full Page Ad</td>
<td>$8,500</td>
</tr>
</tbody>
</table>

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

Ad Deadlines

**2022 Spring/Summer Edition**
- Listing Update Deadline: January 12, 2022
- Logo Deadline: January 26, 2022
- Front Section Deadline: February 18, 2022
- Front Section Materials Due: March 9, 2022

**2022 Fall/Winter Edition**
- Listing Update Deadline: June 17, 2022
- Logo Deadline: July 8, 2022
- Front Section Deadline: August 5, 2022
- Front Section Materials Due: August 12, 2022

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”

**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®

*See additional options for increased exposure on page 4.
SUPPLIER ANNUAL BUNDLES

Silver Bundle: $15,000/year (8% savings)

- Premium Franchise.org package - 12 months
- Franchise.org Content Post - 2x
- One (1) White Paper on Franchise.org - 3 consecutive months
- Shared Supplier Eblast - 1x
- Franchising World Magazine - 1 Full Page Ad - Issues of choice
- IFA Digital Toolkits - Issue of Choice - 2-page thought leadership whitepaper + Add-On Option (video or ad)

Gold Bundle: $30,000/year (11% savings)

- Premium Franchise.org package - 12 months
- Franchise.org Content Post - 4x
- One (1) White Paper on Franchise.org - 3 consecutive months
- Dedicated Supplier Eblast - 1x
- Shared Supplier Eblast - 4x
- IFA Newsletters (pick one of the 3) – 1x
- Franchising World Magazine - 2 Full Page Premium Ads - Issues of choice
- IFA Digital Toolkits - Issue of Choice - 2-page thought leadership whitepaper plus add-on (video or interstitial ad)
- IFA Supplier Source Book Digital Toolkit - Full Page Display Ad
2022 IFA EVENTS GAME PLAN

IFATM ANNUAL CONVENTION
February 26 - March 1 | San Diego, CA
As the largest, most relevant conference for the franchise community, this event is curated to take your success to new heights - no matter if you are a franchisor, franchisee, supplier, or working to expand to within franchising.

You’ll find fresh content, robust education tracks, and an unmatched COMMUNITY. Building on the power of gathering in person, we have TRANSFORMED this convention by shaking up the content and programs to match unique learning styles and maximize business development. If you’re in the franchising community, this is THE PLACE TO BE.

LEGAL SYMPOSIUM
May 15-17 | Washington, DC
Practical, real-world programming aimed at franchise lawyers addresses the latest business and franchise law developments.

IBA/IFA JOINT CONFERENCE
May 17-18 | Washington, DC
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.

NEW! FRANCHISE CUSTOMER EXPERIENCE CONFERENCE
June 21-23 | Atlanta, GA
Partnership event with Franchise Update Media
Join us for this first of its kind event focused on improving the experience and outcomes for customers that are unique within franchising: consumers, businesses, franchisees, and employees. Built for franchise CEOs, Presidents and leaders of Marketing, Operations and Technology, this conference features interactive workshops, expert speakers, and networking with franchising’s leaders responsible for customer success.

FRANCHISE ACTION NETWORK ANNUAL MEETING
September 19-21 | Washington, DC
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.

NEW! FRANCHISE LEADERSHIP AND DEVELOPMENT CONFERENCE
October 17-20 | Atlanta, GA
Partnership event with Franchise Update Media
The Franchise Leadership & Development Conference is an exclusive event for franchisor CEOs, Presidents, COOs, CDOs and Development Executives charged with driving growth. With our dynamic agenda touching all facets of franchise development, the conference provides education to enhance franchisee recruitment, sales effectiveness as well as professional leadership.

EMERGING FRANCHISOR CONFERENCE
November 2022
Join other Franchise leaders and innovators to discover the latest way to take your franchise to the next level. Hear from development experts, speak with operations gurus, discover next-generation opportunities. Gather with industry leaders who are building the long-term success that creates real wealth for franchisor and franchisee.

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.

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.

Questions about our 2022 Events Game Plan? Contact us at events@franchise.org.

Be sure to visit www.franchise.org for continuing updates.
## Advertising Rates

### IFA Package Options

<table>
<thead>
<tr>
<th>Package</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Online Package (aggressive, extensive reach)</td>
<td>$350/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>Jumbo Introductory Value Package (basic branding)</td>
<td>$2,750/yr</td>
<td>N/A</td>
</tr>
<tr>
<td>Silver Bundle Annual Package</td>
<td>$15,000/yr</td>
<td>N/A</td>
</tr>
<tr>
<td>Gold Bundle Annual Package</td>
<td>$30,000/yr</td>
<td>N/A</td>
</tr>
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</table>

### Franchise.org A-La-Carte Options

<table>
<thead>
<tr>
<th>Service</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Display ROS Banner</td>
<td>$400/mo</td>
<td>$800/mo</td>
</tr>
<tr>
<td>Sponsored Content Post</td>
<td>$1,000 per post</td>
<td>$2,000 per post</td>
</tr>
<tr>
<td>Retargeting</td>
<td>$2,500 to $10,000</td>
<td>$5,000 to $20,000</td>
</tr>
<tr>
<td>White Papers</td>
<td>$5,000</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

### Webinars (monthly)

<table>
<thead>
<tr>
<th>Webinar</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>WednesdayWise Educational Webinars (1 hour)</td>
<td>$8,000</td>
<td>$16,000</td>
</tr>
<tr>
<td>Sponsored Business &amp; Government Relations Webinars (1 hour)</td>
<td>$5,000-$10,000</td>
<td>$10,000-$20,000</td>
</tr>
<tr>
<td>Lunch-N-Learn Webinars (30 minutes)</td>
<td>$4,000</td>
<td>$8,000</td>
</tr>
<tr>
<td>Virtual Industry Roundtables (1.15 hour)</td>
<td>$5,000/sponsor (3 max)</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

### E-Newsletters (weekly)

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>IFA Insider (1x/week Tuesday)</td>
<td>$2,000/issue</td>
<td>$4,000/issue</td>
</tr>
<tr>
<td>Premium Ad Sponsor</td>
<td>$2,000/issue</td>
<td>$4,000/issue</td>
</tr>
<tr>
<td>Insider Takeover Sponsor</td>
<td>$10,000</td>
<td>$20,000</td>
</tr>
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</table>

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

<table>
<thead>
<tr>
<th>Guide</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>$1,150 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>Content/Ad Bundles</td>
<td>$7,000 to $8,500</td>
<td>$9,100 to $11,050</td>
</tr>
<tr>
<td>Add-On Video, Display orInterstitial Ads</td>
<td>$500 ea</td>
<td>$1,000 ea</td>
</tr>
</tbody>
</table>

### IFA Toolkits (5x/year)

<table>
<thead>
<tr>
<th>Toolkit</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>Premium Ad Sponsor</td>
<td>$2,500/issue</td>
<td>$5,000/issue</td>
</tr>
<tr>
<td>Paid Segment</td>
<td>$2,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>Ad Spot 30/60 second</td>
<td>$200/$400</td>
<td>$400/$800</td>
</tr>
</tbody>
</table>

**Franchise.org**

- 144K+ Unique Visitors

**Franchising World**

- 69K+ Readers

**Franchise Opportunities Guide**

- 125K+ Readers

**FEBRUARY 2020**

**Franchise.org A-La-Carte Options**

- Digital Display ROS Banner: $400/mo
- Sponsored Content Post: $1,000 per post
- Retargeting: $2,500 to $10,000
- White Papers: $5,000

**Webinars (monthly)**

- WednesdayWise Educational Webinars (1 hour): $8,000
- Sponsored Business & Government Relations Webinars (1 hour): $5,000-$10,000
- Lunch-N-Learn Webinars (30 minutes): $4,000
- Virtual Industry Roundtables (1.15 hour): $5,000/sponsor (3 max)

**E-Newsletters (weekly)**

- IFA Insider (1x/week Tuesday): $2,000/issue
- Premium Ad Sponsor: $2,000/issue
- Insider Takeover Sponsor: $10,000

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

- Logo: $750/standard
- Display Ads (range from quarter to full page): $1,150 to $2,500
- Premium Display ads: $2,750 to $4,000
- Content/Ad Bundles: $7,000 to $8,500

**IFA Toolkits (5x/year)**

- 2-Page Thought Leadership White Paper: $3,500
- Add-On Video, Display or Interstitial Ads: $500 ea

**Podcast**

- Presenting Sponsorship: $7,500/qr
- Show Buyout: $10,000
- Paid Segment: $2,000
- Ad Spot 30/60 second: $200/$400

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**Franchise Opportunities Guide**

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