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:**
- Email Blasts
- Sponsored Content
- Digital Website Display Ads
- Thought Leadership Resources
- Print Ads
- Podcasts
- Digital Magazine Display Ads/Interstitial Ads/Videos
- Event Exhibit Booths
- Event Sponsorships

**Channels:**

**DIGITAL**
- Franchise.org
- IFA Community Microsite
- IFA SmartBrief Email
- Franchising World Magazine (5 issues)
- Franchise Opportunities Guide - Member Directory (2 issues)
- Retargeting

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

**EVENTS**
- 6 Events Annually

**TARGET AUDIENCES**
- Opportunity Seekers
- Multi-Unit Franchisees
- Veteran Candidates
- Women & Diversity Candidates

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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 selected category search results
- Advertising members profile pages include a direct link to their website
- You must be an IFA member to be listed on our site
FRANCHISOR MEMBER PACKAGES

➡️ Premium Package
$650/month*
*Minimum 6-month contract

1. Premium 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)

Premium Top Placement Category Logo and Listing Sample

➡️ Franchisor Introductory Value Package

$3,000/year with Standard Color Logo
Billed in three installments

➡️ 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
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

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

VetFran Specific Banner*
300w x 250h pixels
$400/One month
*appears and rotates when user selects veteran specific opportunities

Featured Blogger 4-Part Series
Promote your brand and highlight a series of franchisees, or other noteworthy content to potential buyers through this 4-part series as a “Featured Blogger” on franchise.org. Featured blog pinned each week to the franchise.org homepage for 4 consecutive weeks.
$2,000

Run of Site Banner
300w x 250h pixels
$400/One month

Enhanced Company Profile sample
## Dedicated Prospective Franchisee E-Blast

The **Dedicated Prospective Franchisee E-blast** is sent on your behalf from the IFA to 33,000+ opt-in prospective franchisees. Bypass spam filters and gatekeepers with this direct email opportunity!

### Includes:
- 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

### Pricing:
- $1,750 each
- $1,500 each when reserving 4x together over a 12 month period

### 100% Share-Of-Voice Opportunity!

**Dedicated Prospective Franchisee E-blast Sample**

Stop wondering "what if?" and start asking "why not?"

Your best opportunity for business ownership lies within the $146 billion staffing industry. If you’re ready to keep more of what you earn and control your career path, consider Business Employment Professionals. Express franchise owners leverage a proven business model that allows them the freedom to be with friends and family on evenings and weekends.

Who is Express?
- The No. 1 Staffing industry franchise, Entrepreneur 500 (2012–2017)
- A proven system with more than 30 years of success and more than 900 franchise locations
- Express employed more than 540,000 people in 2017 and generated $3.5 billion in sales

How do you learn more?
- Visit [ExpressFranchising.com](http://ExpressFranchising.com), complete the short form with your name and email address and you’ll get access to our virtual tour
- Want to talk now? Email us at [Franchise@ExpressPro.com](mailto:Franchise@ExpressPro.com) or call (877) 552-6000

This could be the most valuable professional step you take!

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## Shared Prospective Franchisee E-Blast

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 33,000+ opt-in prospective franchisees!

### Includes:
- Company Name
- Ad Image 300w x 250h pixels
- Description and Call to Action (up to 55 words)
- URL to landing page on your site

### Pricing:
- $995 each
NEW! RETARGETING & PODCAST

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

Ad Specifications
File Format: .png, .jpg, .gif
File Size: 200 MB maximum

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

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

2022 IFA FRANCHISOR MEDIA KIT 6
FRANCHISE OPPORTUNITIES GUIDE

The Franchise Opportunities Guide® is the most comprehensive 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 as well as digitally to opportunity seekers. The Franchise Opportunities Guide® is sold in 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 1,000 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.
- Now available in print and digital formats to reach opportunity seekers wherever they are at either in person or virtual events and expos throughout the year!
- The Franchise Opportunities Guide® supplies credibility as a longstanding publication of the IFA that consumers and the franchise community alike use as a trusted resource.
- You must be an IFA member to be listed in the 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
2022 FRANCHISE OPPORTUNITIES GUIDE AD RATES***

### 2022 IFA Member Rates

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</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>

<table>
<thead>
<tr>
<th>Logo 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 (2/3 page)</td>
<td>$2,500</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Franchisor Spotlight/Content Bundles:</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Page Content + One Full Page Ad</td>
<td>$7,000</td>
</tr>
<tr>
<td>Two Page Content + One Full Page Ad</td>
<td>$8,500</td>
</tr>
</tbody>
</table>

* Premium position.
** With purchase of full page ad
*** Non-members add 30% premium to published rates.

### 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"

- 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"

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*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®

*See additional options for increased exposure on page 4.*
Silver Bundle: $15,000/year  (8% savings)
- Premium Franchise.org Package - 12 months
- Franchise Opportunities Guide - 2 Half Page Ads (Spring/Summer ’22 and Fall/Winter ’22)
- Franchising World Magazine - 1 Full Page Ad
- Issue of choice
- Shared Franchisor Eblast - 2x - Months of Choice

Gold Bundle: $30,000/year  (13% savings)
- Premium Franchise.org Package - 12 months
- Franchise.org Content/Blog Post - 2x
- Retargeting Package - 100,000 guaranteed impressions 3 months
- Franchise Opportunities Guide- 2 Full Page Ads (Spring/Summer ’22 and Fall/Winter ’22)
- Franchising World Magazine - 1 Full Page Ad
- Issue of choice
- Dedicated Prospective Franchisee Eblast - 2x Months of Choice
- Shared Prospective Franchisee Eblast - 2x Months of Choice
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”

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 1or 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
- Inside Front Cover (Feb. Only): $4,000

DIGITAL ONLY OPTION

- Pop-Up Video orInterstitial Ad: $1,000

Franchisor Spotlight/Content Bundle

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

* Premium position.
** Non-members add 30% premium to published rates.
FEBRUARY 2022  PRINT ISSUE
Digital/Print

IFA Annual Convention
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.
• Franchisor Industry Spotlight: Health & Wellness
• Ad Opportunity
Legal Spotlight, Health & Wellness Industry Spotlight
• Bonus Distribution
Convention 2022

EDITORIAL 12/29/21
AD CLOSE 1/8/22
ARTWORK DUE 1/17/22

APRIL 2022
Digital

Franchise Leadership, Growth & Development Issue
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.
• Franchisor Industry Spotlight: Home Services & Home-Based Franchises
• Ad Opportunity:
Home Services & Home-Based Franchises Industry Spotlight

EDITORIAL 2/23/22
AD CLOSE 3/8/22
ARTWORK DUE 3/16/22

JUNE 2022
Digital

The Diversity, Equity & Inclusion Issue
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.
• Franchisor Industry Spotlight: Children’s Services
• Ad Opportunity:
Diversity and Women in Franchising Advertisers and Display Ads, Children’s Services Industry Spotlight

EDITORIAL 4/27/22
AD CLOSE 5/10/22
ARTWORK DUE 5/18/22

SEPTEMBER 2022
Digital

Technology and Trends Issue
A special report on the hottest franchise industry trends and technology resources.
• Franchisor Industry Spotlight: Food & Beverage Franchises
• Ad Opportunity:
Food & Beverage Industry Spotlight

EDITORIAL 7/27/22
AD CLOSE 8/9/22
ARTWORK DUE 8/17/22

NOVEMBER 2022
Digital

Emerging Franchisor and Year in Review Issue
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.
• Franchisor Industry Spotlight: Senior Care Franchises
• Ad Opportunity:
VetFran, Emerging Brands, Senior Care Industry Spotlight

EDITORIAL 9/28/22
AD CLOSE 10/11/22
ARTWORK DUE 10/19/22

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 Digital Toolkits

IFA Franchisor Toolkits are designed to provide a concise format for opportunity seekers to learn more about a variety of franchises. Go beyond what they can read on your website with our article/advertorial format and highlight your franchise success story, a stand-out franchisee, or other areas that will draw in readers and peak their interest in your franchise system.

Reach Prospective Franchisees.

- Hosted and archived on franchise.org, where thousands of prospective franchisees visit daily
- Distributed as free digital download at events and expos throughout year, as well as to over 30,000 opportunity seekers
- Can include clickable links throughout your article feature

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

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

<table>
<thead>
<tr>
<th>Ad Sizes for Cover 2/Cover 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
</tr>
<tr>
<td>Live Area: 4.875&quot;w x 7.875&quot;h</td>
</tr>
<tr>
<td>Trim: 5.25&quot;w x 8.25&quot;h</td>
</tr>
<tr>
<td>Supplied Bleed: 5.5&quot;w x 8.5&quot;h</td>
</tr>
</tbody>
</table>

Limited space available!
2022 IFA EVENTS GAME PLAN

IFA 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.

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

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.

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

**Franchise Opportunities Guide (2x/year)**
- Logo: $750/standard, $1,200/jumbo, $1,500/front cover
- Display Ads (range from quarter to full page): $1,000 to $3,000, $1,300 to $3,900
- Premium Display ads: $3,500 to $7,000, $4,550 to $9,100
- Franchisor Spotlight/Content Bundles: $7,000 to $8,500, $9,100 to $11,050
- Directory Advertorial: $2,500

**Franchising World (5x/year)**
- Display Ads (range from quarter to full page): $1,150 to $2,500, $1,495 to $3,250
- Premium Display ads: $2,750 to $4,000, $3,575 to $5,200
- Franchisor Spotlight/Content Bundles: $7,000 to $8,500, $9,100 to $11,050

**IFDA Digital Toolkits (2x/year)**
- 2-Page Thought Leadership White Paper: $3,500, $7,000
- Add-On Video, Display or Interstitial Ads: $500 ea, $1,000 ea

**Email Blasts (weekly/monthly)**
- Dedicated Prospective Franchisee Eblast: $1,750 ea ($1,500 ea for 4x) $3,500 ea
- Shared Prospective Franchisee Eblast: $995 ea $1,990 ea

**Franchise.org**
- Digital Display ROS Banner: $400/mo, $800/mo
- Vetran Specific Digital Display ROS Banner: $400/mo, $800/mo
- Retargeting: $2,500-$10,000, $5,000-$20,000
- Franchise Opportunities Blog Post: $500/post, $1,000/post

**Podcasts**
- Presenting Sponsorship: $7,500/qr, $15,000/qr
- Show Buyout: $10,000, $20,000
- Paid Segment: $2,000, $4,000
- Ad Spot 30/60 seconds: $200/$400, $400/$800

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**IFDA Package Options**

<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>$650/mo</td>
<td>N/A</td>
</tr>
<tr>
<td>Introductory Value Package (basic branding)</td>
<td>$3,000/yr</td>
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<tr>
<td>Jumbo Introductory Value Package (basic branding)</td>
<td>$3,400/yr</td>
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<tr>
<td>Silver Bundle Annual Package</td>
<td>$15,000/yr</td>
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<tr>
<td>Gold Bundle Annual Package</td>
<td>$30,000/yr</td>
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**Franchise.org**

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**Franchising World**

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<tr>
<th>Package Options</th>
<th>Members</th>
<th>Nonmembers</th>
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<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>
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<tr>
<td>Premium Display ads</td>
<td>$2,750 to $4,000</td>
<td>$3,575 to $5,200</td>
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<tr>
<td>Franchisor Spotlight/Content Bundles</td>
<td>$7,000 to $8,500</td>
<td>$9,100 to $11,050</td>
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**Email Blasts**

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<td>$3,500 ea</td>
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<tr>
<td>Shared Prospective Franchisee Eblast</td>
<td>$995 ea</td>
<td>$1,990 ea</td>
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