2023 IFA MEDIA KIT

TARGETED EXPOSURE
About the International Franchise Association (IFA)
IFA is a trade association representing 1,200+ 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 Academy
- SmartBrief Email
- Digital Newsletters
- Dedicated and Shared Supplier Eblasts
- Franchising World Magazine (6 issues)
- Franchise Opportunities Guide® - Member Directory (2 issues)
- Digital Toolkits
- Podcast

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

**EVENTS**
- 7 Events Annually

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

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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
FRANCHISE.ORG PROFILE PACKAGES

**SUPPLIER MEMBER PACKAGES**

- **Premium Package**
  - $450/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)

*Premium Category Logo and Listing Sample*

- **Supplier Introductory Value Package**
  - $2,450/year with Standard Color Logo
    - Billed in three installments

  - $2,850/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, October’s Supplier Source Book, or upgrade to a JUMBO Color Logo for only $400 additional.

*Supplier Introductory Value Package Sample*

- **Supplier Member Content Post**
  - $1,050/mo per post

- **A-LA-CARTE**

  **Run of Site Banner**
  - 300w x 250h pixels
  - $425/One month

  **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.
  - $4,200

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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!

Facts:
- Posted on franchise.org for 8 weeks
- Featured on franchise.org homepage for 2 weeks
- 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
- Advertiser receives contact lead download report weekly

White Paper Pricing: $5,000

DIGITAL RETARGETING
Why Retargeting?
IFA’s website audience of IFA members and franchise professionals 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 the products and services they need, anywhere they visit online.

Quality Retargeting
Don’t rely on broad, generic targeting on common ad platforms to market your business. Stand out with IFA’s uniquely qualified audience and showcase your company to those who are looking for your products and services to grow their brand.

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>
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<td>$10,000</td>
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<td>50,000</td>
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Website visitors who are retargeted are more likely to convert by 43%. Source: Criteo

IFA's whitepaper offering has proved to be a great lead gen tool for Sprockets! The layout is incredibly user-friendly and the promotion included for whitepapers is quite extensive. We’re excited to continue hosting content with IFA.

- Zach Matook
  Sprockets

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Sponsor IFA’s webinar series and attract the attention 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 five webinar formats to choose from:

**IFA WEBINARS**

**IFA New Member Webinar Series:**
- Occurs once per month
- Open to new and prospective members
- Make brief intro remarks (3-5 min) on a relevant educational topic
- Include slide on products & services offered and contact info
- Help facilitate discussion if content relates to other topics being discussed (committees, FBN’s, IFA involvement)

**Pricing: $2,500** for a 1-hour webinar

**Demo Dive-In Webinar Series:**
- Occurs once per month on Thursdays
- Give demo of products, services, or platform

**Pricing: $6,750** per 45-minute webinar

**Educational Webinar Series: WednesdayWise Webinar**
- Occurs on Wednesdays
- Educational format (i.e. business, trends, products or services)

**Pricing: $9,000** for a 1-hour webinar

**Lunch-n-Learn Webinar Series**
- Occurs on Tuesdays
- Informational session meant to engage attendees by highlighting products & services strengths, success stories, or addressing industry pain points from working with other franchise clients

**Pricing: $4,500** for a 30-minute webinar

**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
- Sample topics include general best practices, expert advice, business growth, critical legislation and issues, current economic climate, etc
- Include optional handout to be provided to attendees after webinar

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

**ALL WEBINARS INCLUDE**
- Topic and presenters of choice (must be members and approved by IFA)
- Earn CFE credits
- Attendee list (“opt-in” only) not included in the New Member Webinar Series
- Member marketing including company logo via all IFA channels & social media
PODCASTS

FRANCHISE VOICE: THE IFA PODCAST

Listed by Entrepreneur Magazine as one of the “16 Franchise Podcasts for the Entrepreneurial-minded”, Franchise Voice: The IFA Podcast delivers top trends and news from the world of franchising to franchise leaders and opportunity seekers alike. The podcast airs bi-monthly for download on iTunes, Google Play, Spotify and other popular podcast platforms and is syndicated across all IFA social and email channels.

<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>
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<tbody>
<tr>
<td>$5,000/qr</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 monthly podcast

WOMEN’S FRANCHISE COMMITTEE PODCAST: HER SUCCESS

Hear from women leading the charge in franchising! Women who are changing the future of the franchise sector share their insights on everything from being an effective leader to the mentors who inspired them. They share stories of workplace challenges we can all relate to: managing work and life, climbing the corporate ladder, and the ultimate power of entrepreneurship and franchising to change lives. The podcast airs monthly and is available on the IFA Website, IFA YouTube Site, various popular podcast platforms and is syndicated across all IFA social and email channels.

Each 30-minute segment offers the following creative advertising opportunities:

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<th>AD SPOT (30 SEC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,250/qr</td>
<td>$200</td>
</tr>
</tbody>
</table>

- Presenting sponsorship – Available for quarterly buys, include your branding and slogan during each podcast intro
- Ad spots – Include your :30-second advertisement to be featured as one of two advertisements max included in the monthly podcast

Carly Wooley, Senior Director, Advertising
202.662.0788 • cwooley@franchise.org
SUPPLIER E-BLASTS

Dedicated Supplier E-Blast

The Dedicated Supplier E-blast is sent on your behalf from IFA to 5,800+ 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

100% Share-Of-Voice Opportunity!

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 5,800+ 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:
$1,050 each

Monday, October 26, 2020 at 11:53:57 Eastern Daylight Time

Subject: Supplier Solutions of the Month

Date: Thursday, September 24, 2020 at 10:01:01 AM Eastern Daylight Time

From: IFA

To: Carly Wooley

Planning for your business’ success after the coronavirus pandemic can be complicated, but you don’t have to do it alone. IFA encourages you to look to our Supplier Forum first as these members are committed to helping franchise professionals succeed.

CoreLogic

Retailers and franchises face complex challenges in today’s marketplace. CoreLogic® is uniquely qualified to help unpack property-based challenges by providing data intelligence and insightful analytics that are crucial to problem-solving.

Our solutions allow retailers and franchises to assess commercial property health and risk as well as leverage our industry-leading property and consumer data to deliver custom digital audiences.

Learn More

Constant Contact

Constant Contact’s Franchise Partner Program is designed to help businesses work smarter. With online marketing tools built just for franchisees — like Central Send, Campaign Approval, and Global Unsubscribe — we make it easy to ensure brand consistency and sell more — helping your franchisees achieve real results.

Learn more.

Osler

With more than 40 years of experience involving more than 400 franchise systems, Osler’s Franchise Group combines legal expertise with a proactive business approach to help you build and protect your franchise system and brand across Canada. It’s law that works.

Learn more.

Paychex

Business is Complex. Paychex Makes it Simple. For nearly 50 years, we’ve made it simple for businesses to pay and manage employees. We do it on many levels – with our innovative technology platform, experienced professionals, and dedicated experts. And today, that’s more important than ever. At Paychex, we’re working so you can keep working.

Empower your franchise at paychex.com/franchise.

SOCi

The Localized Marketing Imperative, a new study by Forrester Consulting on behalf of SOCi, discusses the dire need to have a localized digital presence for each franchise location — and how to do it. Download the full study today and learn key recommendations to realize localized marketing success and more.

Download now!
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?
- Includes sponsor logo at top of newsletter as well as (2) dedicated ad/content units within the body
- Get message past SPAM filters
- Average Open Rate: 8%

Pricing: $2,000
Content Advertising
One Sponsor per send

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

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
- First featured content piece within newsletter
- Average Open Rate: 23%

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
Content Advertising
One Sponsor per send

IFA INSIDER & MARKETING ROUNDUP EMAILS
Government Relations Update
The latest information franchise professionals need to know surrounding legislation that impacts small businesses as well as updates on IFAs advocacy efforts. Includes clickable sponsored logo at top and banner within newsletter.

Facts:
- Sent out weekly on Mondays
- Includes one sponsor for a 100% SOV opportunity
- Distribution: 10,000+
- Average Open Rate: 8%

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

Foundation Focus
Keeps members up-to-date on the foundation and it’s programs! Includes clickable sponsored logo at top and banner within newsletter.

Facts:
- Sent out weekly on Wednesdays
- Includes one sponsor for a 100% SOV opportunity
- Distribution: 10,000+
- Average Open Rate: 7%

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

Events Update
Highlights IFA event happenings to keep members in the know! Register for events, download brochures, content, and more. Includes clickable sponsored logo at top and banner within newsletter.

Facts:
- Sent out weekly on Thursdays
- Includes one sponsor for a 100% SOV opportunity
- Distribution: 10,000+
- Average Open Rate: 7%

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

Weekly Recap
A roundup of IFAs activities from the week and important updates that members need to know — all in one place. Includes clickable sponsored logo at top and banner within newsletter.

Facts:
- Sent out weekly on Saturdays
- Includes one sponsor for a 100% SOV opportunity
- Distribution: 10,000+
- Average Open Rate: 7%

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

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 1,200+ 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”

**2023 FRANCHISING WORLD AD RATES**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
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</thead>
<tbody>
<tr>
<td>Opp Front Cover*</td>
<td></td>
<td>$4,700</td>
<td>$4,450</td>
<td>$4,200</td>
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<tr>
<td>Inside Front Cover*</td>
<td></td>
<td>$4,200</td>
<td>$3,800</td>
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<tr>
<td>Page 1 or 2</td>
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<td>$3,675</td>
<td>$3,275</td>
<td>$3,075</td>
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<tr>
<td>Inside Back Cover*</td>
<td></td>
<td>$3,150</td>
<td>$2,900</td>
<td>$2,650</td>
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<td>$2,850</td>
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<td>First 15 Pages (Premium)*</td>
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<tr>
<td>Two Page Spread</td>
<td></td>
<td>$5,250</td>
<td>$4,250</td>
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<tr>
<td>Full Page</td>
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<td>$2,625</td>
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<td>2/3 Page (Vertical)</td>
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<td>$1,575</td>
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<td>1/4 Page</td>
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<td>$1,200</td>
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<td>$900</td>
</tr>
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</table>

**PRINT ONLY OPTIONS**

- **Back Cover (February Only):** $4,700
- **Inside Front Cover (Feb. Only):** $4,200

**DIGITAL ONLY OPTION**

- **Pop-Up Video or Interstitial Ad (half page):** $525

**Supplier Spotlight/Content Bundle**

- One-Page Content + Full Page Ad $7,350
- Two-Page Content + Full Page Ad $8,750

* Premium position.
** Non-members add 30% premium to published rates.
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: $1,000
  • Inside Front Cover: $1,750
  • Pop-Up Video: $525

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

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

9 Tips to Drive Locally-Relevant Marketing While Maintaining Overall Brand Control

1. Understand your franchise
2. Define target audience
3. Be relevant to your consumers
4.linewidth:
5. Brand consistency
6. National and local consistency
7. Focus on what you do best
8. Adapt to local needs
9. Use local resources

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

Full Page Display Ad
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 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**®.
# 2023 Franchise Opportunities Guide Ad Rates

**2023 IFA and Supplier Forum Member Rates***

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover*</td>
<td>$7,350</td>
</tr>
<tr>
<td>Inside Front Cover*</td>
<td>$5,250</td>
</tr>
<tr>
<td>Inside Back Cover*</td>
<td>$3,675</td>
</tr>
<tr>
<td>Page 1 (Opp. Cover 2)*</td>
<td>$4,725</td>
</tr>
<tr>
<td>Page 2*</td>
<td>$4,200</td>
</tr>
<tr>
<td>Page 5 (Opp. T.O.C.)*</td>
<td>$3,675</td>
</tr>
<tr>
<td>Two Page Spread</td>
<td>$6,300</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,150</td>
</tr>
<tr>
<td>2/3 Page (Vertical)</td>
<td>$2,625</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,100</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,750</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,050</td>
</tr>
</tbody>
</table>

| Jumbo Logo (Four color only) | $1,250 |
| Standard Logo (Four color only) | $795 |
| Directory Advertorial (2/3 page) | $2,625 |

**Supplier Ad/Content Bundle**

<table>
<thead>
<tr>
<th>Content</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Page Content + Full Page Ad</td>
<td>$7,350</td>
</tr>
<tr>
<td>Two Page Content + Full Page Ad</td>
<td>$8,750</td>
</tr>
</tbody>
</table>

* Premium position.
** With purchase of full page ad
*** Non-members pay 30% premium on published rates for display ads

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**Ad Deadlines**

**2023 Spring/Summer Edition**
- Listing Update Deadline: January 11, 2023
- Logo Deadline: January 27, 2023
- Front Section Deadline: February 17, 2023
- Front Section Materials Due: March 10, 2023

**2023 Fall/Winter Edition**
- Listing Update Deadline: June 16, 2023
- Logo Deadline: July 7, 2023
- Front Section Deadline: August 4, 2023
- Front Section Materials Due: August 11, 2023

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**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.)

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-thirds Page</td>
<td>4.5” x 9.5”</td>
</tr>
<tr>
<td>Half Page Island</td>
<td>4.5” x 7.375”</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>7.25” x 4.5”</td>
</tr>
<tr>
<td>Third Page Vertical</td>
<td>2.125” x 9.5”</td>
</tr>
<tr>
<td>Third Page Square</td>
<td>4.5” x 4.5”</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.5” x 4.5”</td>
</tr>
</tbody>
</table>

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**Page Dimensions**

**Full Page**
- Live Area: 7.25” x 9.875”
- Trim: 8.25” x 10.875”
- Supplied Bleed: 8.75” x 11.125”

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**Introductory Value Package**

Starting at Only $2,450/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® and next edition of the Supplier Source Book

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

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

- Franchise.org Introductory Value Package - 12 months
- Franchise.org Content Post - 2x
- One (1) White Paper on Franchise.org
- Shared Supplier Eblast - 1x
- Franchising World Magazine - 1 Full Page Ad - Issue of Choice
- IFA Digital Toolkits- Issue of Choice - 2-page Thought Leadership Whitepaper + Display Ad

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

- Premium Franchise.org package - 12 Months
- Franchise.org Content Post - 2x
- One (1) White Paper on Franchise.org
- Dedicated Supplier Eblast - 1x
- Shared Supplier Eblast - 4x
- IFA Insider Newsletter- 1x
- IFA Newsletters (pick 1 of 4 options) – 1 Month
- Franchising World Magazine - 1 Full Page Ad - Issue of Choice
- IFA Digital Toolkits - Issue of Choice - 2-page Thought Leadership Whitepaper
- IFA Supplier Source Book Digital Toolkit - Full Page Display Ad
2023 IFA EVENTS

IF A ANNUAL CONVENTION
February 26 - March 1 | Las Vegas, NV
The IFA Annual Convention provides opportunities to explore every aspect of the franchising world. Attendees experience franchise-specific business development ideas, strategies for personal growth, and unique networking situations. You get all the franchise-focused education, all the franchise-centric community building, all in one place.

Coming together as an industry to collaborate will boost business for everyone in franchising. That’s why the IFA Annual Convention is critical to your success. We’re all in, linked by hard work, talent, creativity and grit.

LEGAL SYMPOSIUM
May 7-9 | Washington, DC
Practical, real-world programming aimed at franchise lawyers addresses the latest business and franchise law developments.

IBA/IFA JOINT CONFERENCE
May 9-10 | 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.

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 1-3 | New Orleans, LA
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 2023 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 Option</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Online Package (aggressive, extensive reach)</td>
<td>$450/mo</td>
<td>N/A</td>
</tr>
<tr>
<td>Introductory Value Package (basic branding)</td>
<td>$2,450/yr</td>
<td>N/A</td>
</tr>
<tr>
<td>Jumbo Introductory Value Package (basic branding)</td>
<td>$2,850/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>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Option</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Display ROS Banner</td>
<td>$425/mo</td>
<td>$850/mo</td>
</tr>
<tr>
<td>Sponsored Content Post</td>
<td>$1,050 per post</td>
<td>$2,100 per post</td>
</tr>
<tr>
<td>Retargeting</td>
<td>$2,500 to $10,000</td>
<td>$5,250 to $21,000</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 Type</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>WednesdayWise Educational Webinars (1 hr)</td>
<td>$9,000</td>
<td>$18,000</td>
</tr>
<tr>
<td>Sponsored Business &amp; Gov Relations Webinars (1 hr)</td>
<td>$5,000-$10,000</td>
<td>$10,000-$20,000</td>
</tr>
<tr>
<td>Lunch-N-Learn Webinars (30 min)</td>
<td>$4,500</td>
<td>$9,000</td>
</tr>
<tr>
<td>New Member Webinars</td>
<td>$2,500</td>
<td>N/A</td>
</tr>
<tr>
<td>Demo Dive-in</td>
<td>$6,750</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### E-Newsletters (weekly)

<table>
<thead>
<tr>
<th>Newsletter Name</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>IFA’s Marketing Round-Up (1x/every other month)</td>
<td>$2,500/issue</td>
<td>$5,000/issue</td>
</tr>
<tr>
<td>IFA Government Relations Email (1x/week Monday)</td>
<td>$3,000/mo</td>
<td>$6,000/mo</td>
</tr>
<tr>
<td>IFA Foundation Focus Email (1x/week Wednesday)</td>
<td>$3,000/mo</td>
<td>$6,000/mo</td>
</tr>
<tr>
<td>IFA Event Update Email (1x/week Thursday)</td>
<td>$3,000/mo</td>
<td>$6,000/mo</td>
</tr>
<tr>
<td>IFA Weekly Update Email (1x/week Saturday)</td>
<td>$3,000/mo</td>
<td>$6,000/mo</td>
</tr>
</tbody>
</table>

### Email Blasts (weekly/monthly)

<table>
<thead>
<tr>
<th>Blast Type</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dedicated Supplier Eblast</td>
<td>$5,000 ea</td>
<td>$10,000 ea</td>
</tr>
<tr>
<td>Shared Supplier Eblast</td>
<td>$1,050 ea</td>
<td>$2,100 ea</td>
</tr>
</tbody>
</table>

### Franchising World (6x/year)

<table>
<thead>
<tr>
<th>Option</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display Ads (range from quarter to full page)</td>
<td>$1,200 to $2,625</td>
<td>$1,560 to $3,415</td>
</tr>
<tr>
<td>Premium Display ads</td>
<td>$2,850 to $4,700</td>
<td>$3,705 to $6,110</td>
</tr>
<tr>
<td>Content/Ad Bundles</td>
<td>$7,350 to $8,750</td>
<td>$9,555 to $11,375</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Option</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo</td>
<td>$795/standard</td>
<td>$1,250/jumbo</td>
</tr>
<tr>
<td></td>
<td>$1,575/front cover</td>
<td>N/A</td>
</tr>
<tr>
<td>Display Ads (range from quarter to full page)</td>
<td>$1,050 to $3,150</td>
<td>$1,365 to $4,095</td>
</tr>
<tr>
<td>Premium Display ads</td>
<td>$3,675 to $7,350</td>
<td>$4,775 to $9,555</td>
</tr>
<tr>
<td>Franchisor Spotlight/Content Bundles</td>
<td>$7,350 to $8,750</td>
<td>$9,555 to $11,350</td>
</tr>
<tr>
<td>Directory Advertorial</td>
<td>$2,625</td>
<td>$3,415</td>
</tr>
</tbody>
</table>

### IFA Toolkits (2x/year)

<table>
<thead>
<tr>
<th>Option</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>Full Page Display Ad</td>
<td>$1,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$1,750</td>
<td>$3,500</td>
</tr>
<tr>
<td>Pop-Up Video</td>
<td>$525</td>
<td>$1,050</td>
</tr>
</tbody>
</table>

### Franchise Voice Podcast (2x/month)

<table>
<thead>
<tr>
<th>Option</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Sponsorship</td>
<td>$4,500/qr</td>
<td>$9,000/qr</td>
</tr>
<tr>
<td>Show Buyout</td>
<td>$10,000</td>
<td>$20,000</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>

### Women’s Franchise Network Podcast - Her Success (1x/month)

<table>
<thead>
<tr>
<th>Option</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Sponsorship</td>
<td>$2,250/qr</td>
<td>$4,500/qr</td>
</tr>
<tr>
<td>Ad Spot 30 seconds</td>
<td>$200</td>
<td>$400</td>
</tr>
</tbody>
</table>