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:
- 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 Academy
- IFA SmartBrief Email
- Franchising World Magazine (6 issues)
- Franchise Opportunities Guide® - Member Directory (2 issues)
- Retargeting

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

**EVENTS**
- 7 Events Annually

TARGET AUDIENCES

Opportunity Seekers
Multi-Unit Franchisees
Veteran Candidates
Women & Diversity Candidates

IFA Advertising Senior Director

Carly Wooley
202.662.0788
cwooley@franchise.org
**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**
- $750/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)

**Franchisor Introductory Value Package**
- $3,150/year with Standard Color Logo
  - Billed in three installments

**Franchisor Jumbo Color Logo Upgrade**
- $3,550/year with Jumbo Color Logo
  - Billed in three installments

**Premium Package**
- $750/month*
  - *Minimum 6-month contract

1. Featured category logo and listing
2. Enhanced company profile — includes a direct link to advertiser’s franchise development site
3. Standard Color Logo placements in next 2 editions of Franchise Opportunities Guide
4. (1) FranBlog Content Post (per 6 month contract)
5. Jumbo Color Logo placements in next edition 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.
- $525/post

**VetFran Specific Banner***
- 300w x 250h pixels
  - $425/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.
- $2,100

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

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:

- 100% Share-Of-Voice Opportunity!
- Dedicated Prospective Franchisee E-blast Sample
- 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:

- $2,250 each
- $2,000 each when reserving 4x together over a 12 month period

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:

- $1,050 each

BY THE NUMBERS

33,000+
Average Sent

21%
Average Open Rate
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.

Sample Retargeting Ad Placement

Website visitors who are retargeted are more likely to convert by 43%. Source: Criteo

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

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>
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>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000/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 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:

<table>
<thead>
<tr>
<th>PRESENTING SPONSORSHIP</th>
<th>AD SPOT (30 SEC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,250/qtr</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
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 1,200 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®.

This year we included a logo along with our listing in the Franchise Opportunities Guide. A couple who were looking to start a franchised business picked up a copy of the FOG at a local Barnes & Noble Store. They looked through the various franchise options including in the Senior Care industry. They came across our advertisement, reached out to us to begin their Discovery Journey and just a few months later opened their new Assisting Hands Home Care Agency in the Danville, CA market. Advertising in the Guide was definitely worth the investment. As they say, ’it only takes one’.

- DAN DURNEY
ASSISTING HANDS HOME CARE LLC
2023 FRANCHISE OPPORTUNITIES GUIDE AD RATES***

<table>
<thead>
<tr>
<th>2023 IFA Member Rates</th>
<th></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>

| Cover Logo Placement**         | $1,575   |
| Jumbo Logo (Four color only)   | $1,250   |
| Standard Logo (Four color only)| $795     |
| Directory Advertorial (2/3 page)| $2,625  |

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

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

Ad Deadlines

2023 Spring/Summer Edition
Listing Update Deadline: January 11, 2023
Logo Deadline: January 27, 2023
Front Section Deadline: March 7, 2023
Front Section Materials Due: March 17, 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

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: 8.25” x 10.875”
Supplied Bleed: 8.75” x 11.125”

Two-thirds Page
Half Page Island
Half Page Horizontal
Third Page Vertical
Third Page Square
Quarter Page

4.5” x 9.5”
4.5” x 7.375”
7.25” x 4.5”
2.125” x 9.5”
4.5” x 4.5”
3.5” x 4.5”

Introductory Value Package
Starting at Only $3,150/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 (7% savings)

- Introductory Value Package - 12 months
- Franchise.org Content/Blog Post - 1x
- Franchise Opportunities Guide - 2 Full Page Ads (in next 2 editions)
- Franchising World Magazine - 1 Full Page Ad in Issue of Choice
- Dedicated Prospective Franchisee Eblast - 1x
- Shared Prospective Franchisee Eblast - 1x

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

- Premium Franchise.org Package - 12 months
- Franchise.org Content/Blog Post - 2x
- Retargeting Package - 200,000 guaranteed impressions 3 months
- Franchise Opportunities Guide - 2 Full Page Ads (in next 2 editions)
- Franchising World Magazine - 1 Full Page Ad Issues of choice
- Dedicated Prospective Franchisee Eblast - 2x
- Shared Prospective Franchisee Eblast - 2x
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>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opp Front Cover*</td>
<td>$4,700</td>
<td>$4,450</td>
<td>$4,200</td>
</tr>
<tr>
<td>Inside Front Cover*</td>
<td>$4,200</td>
<td>$3,800</td>
<td>$3,600</td>
</tr>
<tr>
<td>Page 1 or 2</td>
<td>$3,675</td>
<td>$3,275</td>
<td>$3,075</td>
</tr>
<tr>
<td>Inside Back Cover*</td>
<td>$3,150</td>
<td>$2,900</td>
<td>$2,650</td>
</tr>
<tr>
<td>Back Cover*</td>
<td>$2,850</td>
<td>$2,600</td>
<td>$2,350</td>
</tr>
<tr>
<td>First 15 Pages (Premium)*</td>
<td>$2,850</td>
<td>$2,600</td>
<td>$2,350</td>
</tr>
<tr>
<td>Two Page Spread</td>
<td>$5,250</td>
<td>$4,250</td>
<td>$3,250</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,625</td>
<td>$2,500</td>
<td>$2,250</td>
</tr>
<tr>
<td>2/3 Page (Vertical)</td>
<td>$2,550</td>
<td>$2,300</td>
<td>$2,050</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,350</td>
<td>$2,100</td>
<td>$1,850</td>
</tr>
<tr>
<td>1/3 Page (Vertical or Square)</td>
<td>$1,575</td>
<td>$1,375</td>
<td>$1,175</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,200</td>
<td>$1,050</td>
<td>$900</td>
</tr>
</tbody>
</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

**Franchisor 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.
# Franchising World 2023 Calendar

## February 2023
**Digital/Print**

**IFSA Annual Convention Issue**
Strategies for successful 2023 events. Networking tips to build influence. Regulatory issues your business needs to know. IFA Major Awards.

**Franchisor Industry Spotlight:** Health & Wellness

➔ Ad Opportunity:
  - Health & Wellness Spotlight, Event Planning Companies, IFA Award Recognitions

**Bonus Distribution:** Convention 2023

**Editorial:** 12/28/22  
**Ad Close:** 1/10/23  
**Artwork Due:** 1/13/23

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## April 2023
**Digital**

**Franchise Leadership, Growth & Development Issue**
Investment strategies and keys to financial growth. Real estate development trends. Get to know the IFA Certified Franchise Executive™ (CFE) program, and the graduating class. Franchisee of the Year Awards.

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

➔ Ad Opportunity:
  - Home Services & Home-Based Franchise Spotlight, Financial Services, Real Estate, Franchisee of the Year Award Recognitions

**Editorial:** 2/27/23  
**Ad Close:** 3/13/23  
**Artwork Due:** 3/20/23

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## June 2023
**Digital**

**The Diversity, Equity & Inclusion Issue**

**Franchisor Industry Spotlight:** Children’s Services

➔ Ad Opportunity:
  - Children’s Services Industry Spotlight, Diversity and Women in Franchising

**Editorial:** 5/5/23  
**Ad Close:** 5/19/23  
**Artwork Due:** 5/26/23

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## September 2023
**Digital**

**Emerging Franchisor Issue**
Best practices for emerging brands. Training and Professional Development to grow your self and your business. Hear inspiring stories about veterans and learn more about IFA’s VetFran program.

**Franchisor Industry Spotlight:** Senior Care

➔ Ad Opportunity:
  - Senior Care Spotlight, Emerging Brands, Professional Services for Emerging and Established Brands, VetFran

**Editorial:** 7/28/23  
**Ad Close:** 8/10/23  
**Artwork Due:** 8/16/23

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## November 2023
**Digital**

**Technology and Trends Issue**
A special report on the hottest franchise marketing trends and technology resources to compete for customer acquisition and brand growth.

**Franchisor Industry Spotlight:** Food and Beverage

➔ Ad Opportunity:
  - Food and Beverage Spotlight, Professional Services in Marketing and Technology

**Editorial:** 10/2/23  
**Ad Close:** 10/16/23  
**Artwork Due:** 10/20/23

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## December 2023
**Digital**

**Year in Review Issue**

**Franchisor Industry Spotlight:** Automotive Industry

➔ Ad Opportunity:
  - Automotive Industry Spotlight, Legal and International Focus

**Editorial:** 11/1/23  
**Ad Close:** 11/13/23  
**Artwork Due:** 11/17/23

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## 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
2023 IFA EVENTS

**IFA 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 ACTION NETWORK ANNUAL MEETING & LEADERSHIP SUMMIT**
September 11-13 | 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.

**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.

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

<table>
<thead>
<tr>
<th>IFA Package Options (continuous)</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Online Package (aggressive, extensive reach)</td>
<td>$750/mo</td>
<td>N/A</td>
</tr>
<tr>
<td>Introductory Value Package (basic branding)</td>
<td>$3,150/yr</td>
<td>N/A</td>
</tr>
<tr>
<td>Jumbo Introductory Value Package (basic branding)</td>
<td>$3,550/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>

<table>
<thead>
<tr>
<th>Franchise.org</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Display ROS Banner</td>
<td>$425/mo</td>
<td>$800/mo</td>
</tr>
<tr>
<td>Vetran Specific Digital Display ROS Banner</td>
<td>$425/mo</td>
<td>$800/mo</td>
</tr>
<tr>
<td>Retargeting</td>
<td>$2,500-$10,000</td>
<td>$5,000-$20,000</td>
</tr>
<tr>
<td>Franchise Opportunities Blog Post</td>
<td>$525/post</td>
<td>$1,000/post</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Email Blasts (weekly/monthly)</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dedicated Prospective Franchisee Eblast</td>
<td>$2,250 ea ($2,000 ea for 4x)</td>
<td>$4,500 ea</td>
</tr>
<tr>
<td>Shared Prospective Franchisee Eblast</td>
<td>1,050 ea</td>
<td>$2,100 ea</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Franchising World (5x/year)</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display Ads (range from quarter to full page)</td>
<td>$1,200 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>Franchisor Spotlight/Content Bundles</td>
<td>$7,350 to $8,750</td>
<td>$9,555 to $11,375</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Franchise Opportunities Guide (2x/year)</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo</td>
<td>$795/standard $1,250/jumbo $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 $11,375</td>
</tr>
<tr>
<td>Directory Advertorial</td>
<td>$2,625</td>
<td>$3,415</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Franchise Voice Podcast (2x/month)</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Sponsorship</td>
<td>$5,000/qr</td>
<td>$10,000/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 seconds</td>
<td>$200/$400</td>
<td>$400/$800</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Women’s Franchise Network Podcast - Her Success (1x/month)</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>
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