Overview

The Franchise Opportunities Guide® is the most respected publication for prospective franchisees.

→ WE ARE...FRANCHISING.

The Franchise Opportunities Guide® is the most comprehensive print resource for entrepreneurs and opportunity seekers interested in franchising. Published semi-annually, the Franchise Opportunities Guide® is distributed free-of-charge at franchise expos both nationally and internationally each year. The Franchise Opportunities Guide® is sent to small business centers across the US, and is sold in more than 2,000 major bookstores and newsstands. IFA's Franchise Opportunities Guide® is a leading publication for reaching entrepreneurs and connecting high quality leads to franchisors.

Now in its 56th year, IFA is the world's oldest and largest organization representing franchising worldwide. IFA's mission is to promote, protect and enhance franchising—and each of IFA's members subscribe to the IFA's Code of Ethics. Companies listed in the Franchise Opportunities Guide® abide to a standard of excellence which places the publication at the top of its class.

More than just a business directory, the Franchise Opportunities Guide® contains vital information about more than 1,300 franchise opportunities, legal issues, FTC information, financing and other tools designed specifically to assist potential franchisees with starting their ventures.

For more than 25 years, franchisees have cited IFA's Franchise Opportunities Guide® as a trusted resource throughout their purchasing decision.

Essential Readership Information:

Average Pass Along Rate: 3.8%

Total Readership: 114,000

Total Circulation: 30,000

IFA's Mission: Protect, Enhance, & Promote Franchising

www.franchise.org
Readership

The Franchise Opportunities Guide® is published twice annually—Spring/Summer and Fall/Winter editions.

DISTRIBUTION

1 NEWSSTAND/BOOK STORE SALES
The Guide is sold in more than 2,000 major bookstores and newsstands in the US, and in select international markets.

2 FRANCHISE SHOWS AND TRADE MISSIONS
The Guide is distributed at franchise shows and expos throughout the year including:

- International Franchise Expo
- Franchise Expo West
- Franchise Expo South
- The National Restaurant Association Show
- Restaurant Finance & Development Conference
- and dozens of regional shows and meetings.

It is also distributed internationally through the U.S. Embassies around the world, as well as at conferences and trade missions sponsored by the IFA and the U.S. Department of Commerce.

3 MAIL/PHONE ORDER SALES
Each month quality prospects call or e-mail IFA to order the Guide.

4 FRANCHISE.ORG
Our website visitors are exposed to your listing information and can purchase the Guide at a discounted rate.

Average Household Income: $102,500
Average Net Worth: $383,200
Attended/Graduated College: 81%
Advanced Degree: 17%
Male: 66%, Female: 34%
Plan to Purchase a Franchise Within Two Years: 82%

IFA’S MISSION: Protect, Enhance, & Promote Franchising
What’s Inside

What is Franchising?
The History of Modern Franchising
Questions You Should Ask Yourself Before Becoming a Franchisee
Types of Franchise Investments
The Pros and Cons of Becoming a Franchisee
Evaluating the Franchise Agreement
Pre-Sale Disclosure and the Franchise Disclosure Document
Evaluating a Franchisor
Buying an Existing Franchise
Franchise Funding Strategies

Editorial

Delivering you higher qualified and educated leads for your franchise business.

The International Franchise Association’s Franchise Opportunities Guide® describes the many reasons franchising is an excellent way to be “in business for yourself, but not by yourself.” It also helps entrepreneurs determine if franchising is right for them and identifies potential mistakes and challenges posed when purchasing a franchise.

The information presented in the Guide are specifically designed to assist prospective franchise owners in their search for the best opportunity that matches their qualifications and personal goals, and serves as a reference guide throughout the purchasing decision.

The Franchise Opportunities Guide® includes more than 1,300+ Franchise Opportunities listed by industry and sorted alphabetically. Each listing includes the history and description of the business, required cash investment, training and support provided by the franchisor, necessary qualifications to be a successful franchisee, and detailed contact information of the franchise development department.

The Guide also includes the IFA Supplier Forum—a listing of IFA Supplier members including: franchise attorneys, accountants, consultants, business and financial services, and many other firms that specialize in the franchising field. As IFA members committed to franchising, IFA Supplier Forum members can serve as a valuable resource to the entrepreneur entering into franchise ownership, and continue to be of assistance as the entrepreneur becomes a seasoned franchisee.

“In business for yourself, but not by yourself.”

www.franchise.org
Why Advertise?

The Franchise Opportunities Guide® has everything that a potential franchisee needs to start their search for the right franchise. Capture the attention of this engaged audience, and increase your lead flow by advertising in this excellent resource for franchise opportunity seekers.

📖 Publications...

...contribute most throughout the purchase funnel:
Publications are the most consistent performer in the purchase funnel with particular strength in the key stages of brand favorability and purchase intent.

...spur web traffic and search:
BiGresearch proves that publications lead other media in influencing consumers to start a search for merchandise online, ranking at or near the top by gender as well as across all age groups. In addition, ads boost web traffic, and publication readers are more likely than non-readers to buy online.

...supply credibility:
Multiple sources show that consumers trust ads in publications.

...improve advertising ROI:
Based on analyses of client-commissioned cross-media accountability studies, two separate sources found that publications most consistently generate a favorable cost-per-impact throughout the purchase funnel.
Advertising Opportunities

**DISPLAY ADVERTISING**
We have a display ad size for every budget. Fractional display ads can be placed in the editorial section of the Guide (at the beginning) or within industry categories so your brand and identity stand out on the page when a prospective franchisee searches categories of opportunities.

**JUMBO & STANDARD LOGOS**
Brand recognition is one of the most important assets a member has, and we have some impactful options for you to reinforce your branding to prospective franchisees.

**DIRECTORY ADVERTORIAL**
Dominate your primary category by having the very first listing in that category, in addition to your alphabetical listings that will appear in all three categories, which includes:

- Company listing and logo on the first page of category and includes two-thirds page ad
- Logo/mention on “Featured Franchise Opportunities” index page
- First right of refusal on future placements.

**BE THE FIRST TO APPEAR IN YOUR CATEGORY!**
Ad Rates

<table>
<thead>
<tr>
<th>2017 IFA and Supplier Forum Member Rates</th>
<th>Additional Advertising Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four-Color Display Ads</td>
<td></td>
</tr>
<tr>
<td>Back Cover*</td>
<td>$7,000</td>
</tr>
<tr>
<td>Inside Front Cover*</td>
<td>$6,500</td>
</tr>
<tr>
<td>Inside Back Cover*</td>
<td>$6,500</td>
</tr>
<tr>
<td>Page 1 (Opp. Cover 2)*</td>
<td>$6,500</td>
</tr>
<tr>
<td>Page 2*</td>
<td>$6,000</td>
</tr>
<tr>
<td>Page 5 (Opp. T.O.C.)*</td>
<td>$5,000</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$7,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,750</td>
</tr>
<tr>
<td>2/3 Page (Vertical)</td>
<td>$3,000</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,500</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>

* Premium Position

| Cover Logo Placement (with purchase of a full page ad) | $1,500 |
| Jumbo Logo (Four-color only)                           | $1,200 |
| Standard Logo (Four-color only)                        | $750   |
| Directory Advertorial (per edition)                    | $4,000 |

Introductory Value Package

Starting at Only $3,000/Year*
- Category logos in the next two Franchise Opportunities Guides®
- Featured category logo on Franchise.org
- Enhanced company profile on Franchise.org
- Direct link to your franchise development site

*Options available for increased exposure

Ad Deadlines

2017 Spring/Summer Edition
Logo Deadline: 1/27/2017   Materials Due: 2/3/2017
Editorial Section: 2/28/2017  Materials Due: 3/21/2017

2017 Fall/Winter Edition
Logo Deadline: 7/25/2017   Materials Due: 7/27/2017
Editorial Section: 8/29/2017  Materials Due: 9/12/2017

Material Requirements

All web offset: Franchise Opportunities Guide® is produced computer-to-plate. Franchise Opportunities Guide® subscribes to the SWOP (Specifications for Offset Publications) standards. Franchise Opportunities Guide® is perfect bound and printed on 40-lb. #5 gloss text and 7pt. #2 gloss cover stock.

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

<table>
<thead>
<tr>
<th>Page Dimension</th>
<th>Live Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.25” x 9.875”</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>15.5” x 9.875”</td>
</tr>
<tr>
<td>Two-thirds Page (Vertical)</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>
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<tr>
<td>Third Page (Square)</td>
<td>4.5” x 4.5”</td>
</tr>
<tr>
<td>Quarter Page (Vertical)</td>
<td>3.5” x 4.5”</td>
</tr>
</tbody>
</table>

File Transfer

Please contact advertising2@franchise.org for more info.
Regional Advertising Managers

Locate your state below to find your advertising manager who can secure future success for your company through Franchise Opportunities Guide®.

**Contact Greg Cook**  
Vice President, Advertising & Strategic Partnerships  
gcook@franchise.org  
202.662.0791

**Contact Kelley Class**  
Senior Regional Advertising Manager  
kcclass@franchise.org  
202.662.0795

**Contact Carly Wooley**  
Senior Regional Advertising Manager  
cwooley@franchise.org  
202.662.0788

International Members