



Overview

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.

→ WE ARE...FRANCHISING

The mission of the International Franchise Association is to protect, enhance and promote franchising. As part of that mission, the **IFA Insider** is one of the electronic communication vehicles reaching thousands of C-level franchise executives within the industry.

Editorial focus and content is generated 100% in-house by the IFA Media & Communications Department, and the **IFA Insider** provides more timely information on the IFA's strategic priorities—government relations, public relations, education and professional development.

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. With a limited number of banners available in each issue, we guarantee your marketing message gets exclusive positioning.



Reach decision makers in the \$674 billion franchise industry by partnering with the International Franchise Association, the premier advocacy and education organization representing franchised businesses in the U.S.

IFA is the largest organization representing both franchisors and single and multi-unit franchisees. The IFA Insider is distributed to this diverse audience on a weekly basis.

Total Digital Circulation:

14,000

Benefits of Advertising in the IFA Insider:

- + Exclusive positioning.
- + You get more precise targeting than almost any other advertising option.
- + Ads are an inexpensive way to reach your niche market.
- + Gets your message past SPAM filters.
- + Reach your target audience anytime and anywhere.
- + Provide a lead generation channel with trackable results.
- + Ads generate significant exposure for your brand.

The Franchising Community Represents More Than:

733,000

franchise establishments

2019 Advertising

★ Advertiser mentioned at top of newsletter

★ Content Advertising
Headline, Copy, and Image

2019 Ad Specifications

DIGITAL SPECIFICATIONS

Electronic Transmission

All artwork must be emailed to your Ad Representative and to Advertising Manager Sara Williamson at sarahwilliamson@franchise.org.

Files Needed

Creative:

- Headline: 5 words
- Copy: 26 words
- Image: 479w x 312h pixels .gif or .jpg (max file size 50K)
- URL address for landing page on your company website
- We recommend you submit two different pieces of creative.
- Creative due one week prior to flight.

Exclusive Marketing Opportunity

Ad Rates

IFA Insider Rate	IFA Member
Ad	Rate
Content Advertising* <i>One sponsor per send</i>	\$750 each

*Must be an IFA Member to advertise in the IFA Insider.



Top IFA stories you need to know for the week of June 6. Presented by SeoSamba

International Franchise Expo



SEA Administrator Linda McMahon has certainly been a heavy hitter for franchising, which is clearly punching above its weight as part of the U.S. economy. The record attendance at the 2018 International Franchise Expo, which wrapped up on Saturday, shows that a healthy franchise economy is helping lead the way, said McMahon. The estimated 20,000 visitors is a sign that entrepreneurs "not only are confident in themselves, but they are confident in the economy and this country's small business environment."

[SEE MORE PHOTOS FROM IFE](#)

Franchisee site networks not delivering local leads?

It's not your fault, you did not have the right SEO for the job. Now there are 100+ SEO services. Answers are 1 click away.

Combine 30 marketing apps into one

Save hundreds of man hours and integration nightmares. **SeoSamba** delivers a complete marketing stack under one easy-to-use dashboard. Different turnkey from just \$99/month/location.

Franchising World

Veterans know a thing or two about rolling with the punches, and many become excellent franchise partners, explains Sport Clips CEO Gordon Logan. "The need for veteran support goes far beyond November 11," said the U.S. Air Force veteran and longtime VetFran supporter. Logan offers tips on how to put heroes first in this *Franchising World* exclusive.



[READ THE FULL STORY](#)

Find out which Del Taco franchise owner received a lifetime achievement award, along with the latest from Captain D's, Pearle Vision, Sunshine Fitness and more in this week's People and News.

[SEE WHO'S ON THE MOVE](#)

International

What are you doing about the European Union General Data Protection Regulation? GDPR is rapidly changing the way the world views data privacy law. Get the latest on how this affects your franchise and what you should do during a special June 14 webinar with Gray Plant Moony attorneys Michael Cohen and Gaylen Knack, CFE.

[REGISTER TODAY](#)

Build your digital franchise network with the platform that turns scale to your advantage

Get online becomes a reality. Increase or decrease your advantage.

Require "hub & spoke" marketing technology or lose out

No other platform turns scale to your advantage and amplifies SEO results as you scale your brand's footprint. Sign up for a free SeoSamba account, then contact us for a turnkey strategy.

Events

Do you feel like your voice is being heard on Capitol Hill? The Franchise Action Network Annual Meeting in September is your chance to talk directly with elected officials about the issues impacting your franchise. Help us spread the positive message of franchising by attending our D.C. fly-in.

[REGISTER TODAY](#)

Achieving operational excellence requires constant improvement. Our newest conference, the *Operations Seminar*, which takes place Sept. 12 in Tampa, Fla., is focused on helping fine-tune your operations. While you're in Tampa, check out our next Franchise Development Seminar the following day. Hear from College Hunks Hauling Junk President and Co-Founder Nick Friedman talk about how the brand grew from one cargo van to over 100 franchises nationwide.

Member Spotlight



This week's #FranchiseeFriday is Luis Briseno, owner of Camp Transformation Center locations in Arizona and California. "It's fulfilling that I'm able to lead a business that benefits people across multiple locations," he said.

[LEARN MORE ABOUT LUIS](#)

FUN FACT

There are approximately **732,000** franchised establishments in the USA.



Regional Advertising Managers

Locate your state below to find your advertising manager who can secure future success for your company through **IFA Insider** opportunities.

Contact Greg Cook

Vice President, Advertising & Strategic Partnerships
gcook@franchise.org
202.662.0791

Contact Tim Evans

Senior Manager, Regional Advertising
tevens@franchise.org
202.662.0795
International Members

Contact Carly Wooley

Senior Manager, Regional Advertising
cwooley@franchise.org
202.662.0788

