

# 2021 IFA MEDIA KIT



# FRANCHISORS

**PRIME EXPOSURE YOUR WAY**

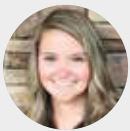
# 2021 IFA MEDIA KIT

## TARGET AUDIENCES

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



## IFA Advertising Senior Director



Carly Wooley  
202.662.0788  
[cwooley@franchise.org](mailto:cwooley@franchise.org)



## About the International Franchise Association (IFA)

IFA is a trade association representing 1,200+ franchise brands and their franchisees and 550+ supporting suppliers. We are the only organization that promotes, protects, and strengthens the franchising business model worldwide. Through best in class educational events, 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
- 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)

#### PRINT

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

#### EVENTS

- 6 Events Annually (hybrid)

## TABLE of CONTENTS

- 2 Summary of Products and Channels
- 3 Franchise.org
- 5 Dedicated E-Blast
- 5 Shared E-Blast
- 6 IFA SmartBrief
- 7 *Franchise Opportunities Guide*
- 9 *Franchising World*
- 12 Events
- 13 Advertising Rates Summary



# FRANCHISE.ORG

## BY THE NUMBERS

195,000

Average Monthly Unique Views

35%

of traffic goes to member profile pages

40%

of visitors on mobile



**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 chosen 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

**\$850/month\***

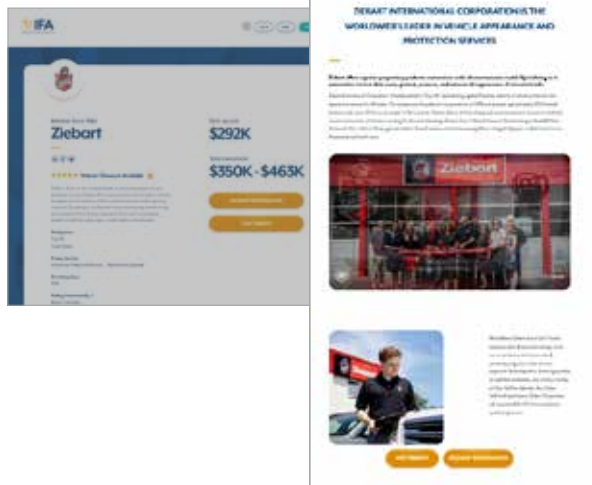
\* Minimum 6-month contract

1. Featured category logo and listing
2. Enhanced company profile — includes a direct link to advertiser's franchise development site
3. 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)
7. (1) Shared Prospective Franchisee Eblast (per 6 month contract)
8. Jumbo Color Logo placements in next edition of Franchise Opportunities Guide

Featured Category Logo and Listing Sample



Enhanced Company Profile sample



### → Franchisor Introductory Value Package

**\$3,000/year** with Standard Color Logo

*Billed in three installments*

**\$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

#### Featured Category Logo and Listing

**\$1,200/12 months**

#### Enhanced Company Profile

Includes a direct link to advertiser's franchise development site

**\$1,500/12 months**

#### VetFran Specific Banner\*

300w x 250h pixels

**\$400/One month**

\* appears and rotates when user selects veteran specific opportunities

#### Run of Site Banner

300w x 250h pixels

**\$400/One month**

#### 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**

#### Retargeting

Visitors to IFA's website will see your ads on subsequent websites they visit, allowing you to share your products and services directly in front of them.

**Packages starting at \$2,000**

# PROSPECTIVE FRANCHISEE-BLASTS

## BY THE NUMBERS



**34,000+**  
Average Sent



**10%**  
Average Open Rate

**2%**

Average Click-Thru Rate

## Dedicated Prospective Franchisee E-Blast

The **Dedicated Prospective Franchisee E-blast** is sent on your behalf from the IFA to 34,000+ 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:

**\$2,500** each

**\$2,250** each when reserving 4x together over a 12 month period



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

Dedicated Prospective Franchisee E-blast Sample

## 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 34,000+ 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

### Reach Key Prospects Instantly!

Shared Prospective Franchisee E-blast Sample

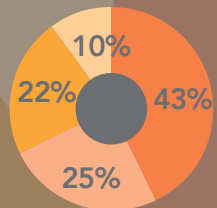
## BY THE NUMBERS

**13,000**

Subscribers

## DISTRIBUTION

Subscription-only  
News Service  
Published  
3x/week



- ▶ Franchise Executives
- ▶ Single & Multi-Unit Franchisees
- ▶ Prospective Franchisees
- ▶ Other

# IFA SmartBrief

## The Smarter Way to Reach Franchisor and Franchisee Executives

IFA SmartBrief is a subscription-only news service dedicated to informing franchisee and franchisor executives of the news shaping their industry. Developed in exclusive partnership with the International Franchise Association, it provides a thrice-weekly summary of essential news for our subscribers and tailors the most effective marketing opportunities for our advertisers.

## SmartBrief Solutions

Whether you're launching a new product, driving traffic to an event or building your sales pipeline, your dedicated SmartBrief account team can help you create the right mix of advertising and content solutions to achieve your goals.

## Contact:

For SmartBrief ad buys, ad specs, or questions, reach out to the IFA SmartBrief team directly:

**Emily Elliott:** [emily.elliott@futurenet.com](mailto:emily.elliott@futurenet.com)

**Elanor Massey:** [elanor.massey@futurenet.com](mailto:elanor.massey@futurenet.com)

## Display & Native Advertising Rates

IFA SmartBrief Ad Rates*		Sample	Specifications
<i>Prices are per issue</i>			
<b>Above-the-Fold Takeover</b>	\$900	<a href="#">View Sample</a>	<a href="#">View Specs</a>
<b>Billboard Banner Ad</b>	\$600	<a href="#">View Sample</a>	<a href="#">View Specs</a>
<b>News Section Sponsorship Rectangle-Text Ad**</b>	\$600	<a href="#">View Sample</a>	<a href="#">View Specs</a>
<b>Video-Text Ad**</b>	\$600	<a href="#">View Sample</a>	<a href="#">View Specs</a>
<b>Featured Content</b>	\$600	<a href="#">View Sample</a>	<a href="#">View Specs</a>
<b>SmartSocial</b>	\$35 CPM		

\* 5x minimum on Display & Native Advertising

\*\* News Section ads include Rectangle-Text Ad or Video-Text Ad

\*\* Upgrade any news section placement to a Video-Text ad for a premium

For exclusive opportunities and to learn more, download the [SmartBrief Media Kit](#).

[2021 SMARTBRIEF MEDIA KIT](#)

## Integrate Your Brand Into Today's Top News Stories

IFA Smartbrief e-newsletter Sample





# FRANCHISE OPPORTUNITIES GUIDE

## BY THE NUMBERS

15,000

Total Print Circulation

57,000

Total Print Circulation

3.8%

Average Pass Along Rate



33,000

Total Digital Circulation

## 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 (in person and virtual). 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.



2 EDITIONS  
SPRING/SUMMER  
FALL/WINTER

### 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®*.

# FRANCHISE OPPORTUNITIES GUIDE

## 2021 FRANCHISE OPPORTUNITIES GUIDE AD RATES

2021 IFA Member Rates	
Back Cover*	\$7,000
Inside Front Cover*	\$5,000
Inside Back Cover*	\$5,000
Page 1 (Opp. Cover 2)*	\$4,500
Page 2*	\$4,000
Page 5 (Opp. T.O.C.)*	\$3,500
Two Page Spread	\$6,000
Full Page	\$3,000
2/3 Page (Vertical)	\$2,500
1/2 Page	\$2,000
1/3 Page	\$1,650
1/4 Page	\$1,000
<b>Cover Logo Placement**</b>	
<b>Jumbo Logo</b> (Four color only)	\$1,200
<b>Standard Logo</b> (Four color only)	\$750
<b>Directory Advertorial</b> (Full page)	\$2,500
<b>Franchisor Brand Spotlight Advertorial</b> (One page)	\$5,000
<b>Franchisor Brand Spotlight Advertorial</b> (Two page spread)	\$7,000
* Premium position.	
** With purchase of full page ad	

### Ad Deadlines

#### 2021 Spring/Summer Edition

Listing Update Deadline: January 15, 2021  
 Logo Deadline: February 1, 2021  
 Front Section Deadline: March 6, 2021  
 Front Section Materials Due: March 18, 2021

#### 2021 Fall/Winter Edition

Listing Update Deadline: June 25, 2021  
 Logo Deadline: July 16, 2021  
 Front Section Deadline: August 20, 2021  
 Front Section Materials Due: August 27, 2021

### Material Requirements

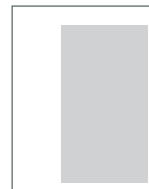
All web offset: *Franchise Opportunities Guide*® is produced computer-to-plate. *Franchise Opportunities Guide*® subscribes to the SWOP (Specifications for Offset Publications) standards. *Franchise Opportunities Guide*® is perfect bound and printed on 40-lb. #5 gloss text and 7pt. #2 gloss cover stock.

### Ad Sizes

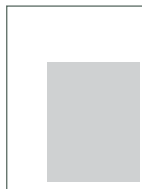
#### Guide Trim Size: 8.25" x 10.875"

(All ad specifications are in inches, width by height. Keep live matter .5" from trim on each side.)

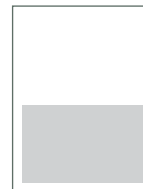
Two-thirds Page  
4.5" x 9.5"



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"



### → 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*®

\*Options available for increased exposure

Directory Advertorial Samples



Jumbo Logo Sample





# FRANCHISING WORLD

## BY THE NUMBERS

13,000

Franchising World  
Digital Edition

15,000

PER ISSUE (average with  
bonus circulations)

Print Circulation

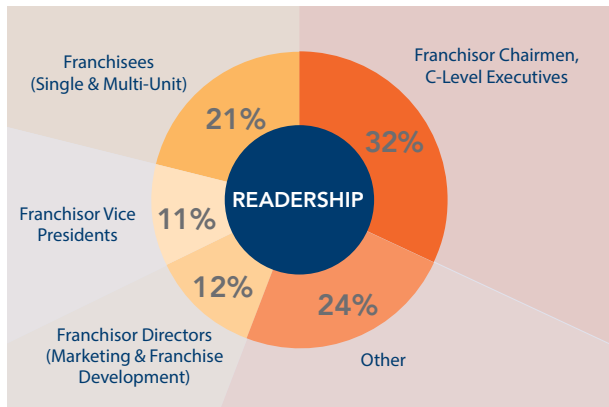


28,000

Total Print and  
Digital Circulation

## FRANCHISING WORLD

Franchising World continues to be the pre-eminent voice and acknowledged leader for franchising worldwide and will make its return in a primarily digital format for 2021. 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.



### Why advertise in Franchising World Magazine?

- With a new primarily digital format, your ad becomes more easily trackable and can generate leads more quickly.
- Extended shelf life — three years of archived back issues digitally.
- Franchising World is a trusted resource for the franchise community and having ad placement and/or editorial contribution adds to your own credibility.

## NOVEMBER 2020

Digital

### The Resilience of the Franchise Community/ IFA's 60th Anniversary Issue

Showcasing the tenacity of franchise businesses through the pandemic. Celebrating our longstanding franchise members that have revolutionized the franchise industry and showcasing the best business practices.

🔥 *Exclusive! Vintage photos throughout the magazine.*

- Ad Opportunity: Franchise Development and Operations, Best Practices and What's Going to Make Your Brand Grow
- Bonus Distribution: IFA Events and Major Expos throughout next year (in per-

EDITORIAL	9/30/20
AD CLOSE	10/14/20
ARTWORK DUE	10/19/20

## FEBRUARY 2021

Digital/Print

PRINT  
ISSUE

### Convention 2021: Stronger Together

Key takeaways on 2021's best business tools and methods and an outlook on the new franchise operations strategies your business needs.

🔥 *Meet IFA Chair, Catherine Monson*

- Bonus Distribution: Convention 2021

EDITORIAL	12/30/20
AD CLOSE	1/8/21
ARTWORK DUE	1/15/21

## APRIL 2021

Digital

### The Legal, Policy and Advocacy Issue

Giving you the most up to date advocacy efforts, changes in legislation your business needs to know and what your brand can do going forward.

🔥 *Top Legal Issues on the Radar, 2021 Legal Symposium Preview*

- Ad Opportunity: Legal Spotlight; Business Card Ad Section
- Bonus Distribution: Legal Symposium 2021, FAN 2021

EDITORIAL	3/2/21
AD CLOSE	3/11/21
ARTWORK DUE	3/18/21

## JUNE 2021

Digital

### The Foundation Issue

Highlighting the IFA Foundation's many programs including VetFran, Franchising Gives Back, Diversity and the CFE program.

🔥 *Veteran Testimonials, 2021 Franchising Gives Back Initiatives, A Dialogue on Diversity, CFE Program Updates*

- Ad Opportunity: VetFran, Franchising Gives Back, Diversity and Women in Franchising Advertorials and Display Ads

- Bonus Distribution: FEW, FEH, Foundation Industry Events

EDITORIAL	5/3/21
AD CLOSE	5/11/21
ARTWORK DUE	5/18/21

## AUGUST 2021

Digital

### Franchise Development, Growth and Trends Issue

A special report on the hottest franchise industry trends and resources your business needs now.

🔥 *Successful Business Insights, Biggest Trends of 2021*

- Bonus Distribution: IFA Events and Major Expos throughout next year (in person and virtual)

EDITORIAL	7/1/21
AD CLOSE	7/9/21
ARTWORK DUE	7/19/21

## 2021 FRANCHISING WORLD AD RATES

2021 4/C Display Ad IFA Member Rates***			
Frequency	1x	3x	5x
Back Cover*	\$4,000	\$3,600	\$3,400
Inside Front Cover*	\$3,500	\$3,100	\$2,900
Inside Back Cover*	\$3,000	\$2,750	\$2,500
First 8 Pages (Premium)*	\$2,750	\$2,500	\$2,250
Two Page Spread	\$5,000	\$4,000	\$3,000
Full Page	\$2,500	\$2,175	\$2,000
2/3 Page (Vertical)	\$2,250	\$2,000	\$1,750
1/2 Page	\$2,000	\$1,750	\$1,500
1/3 Page (Vertical or Square)	\$1,500	\$1,300	\$1,100
1/4 Page	\$1,150	\$1,000	\$850

PRINT ONLY		
Pre-Printed Inserts**	\$5,000	For pre-printed insert specifications, contact your advertising representative.
Bellyband**	\$8,000	For bellyband specifications, contact your advertising representative.

DIGITAL ONLY	
Pop-Up Video	\$2,000

Franchisor Spotlight Advertorial	
Two Page Spread	\$7,000
One Page	\$5,000

\* Premium position.

\*\* Subject to editorial/content approval by IFA; all inserts to be produced by advertisers and supplied to the printer. Bellyband only available for specific issues.

\*\*\* Non-members add 30% premium to published rates.

### 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

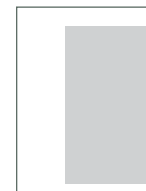
Live Area: 7.375" x 9.875"

Trim: 8.375" x 10.875"

Supplied Bleed: 8.625" x 11.125"

#### Two-thirds Page

4.875" x 9.5"



#### Half Page Horizontal

7.375" x 4.625"



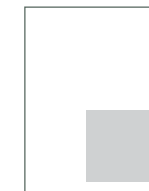
#### Third Page Vertical

2.375" x 9.5"



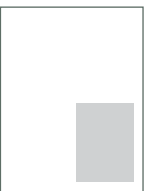
#### Third Page Square

4.875" x 4.625"



#### Quarter Page

3.5" x 4.875"



# 2021 IFA EVENTS GAME PLAN — COMING TO A LOCATION NEAR YOU SOON!

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.



## FEBRUARY 2021

### IFA Convention (Virtual) February 9-25

Kickstart your year with this fully virtual and reimagined convention where members of the franchising community will come together to expand their knowledge, share proven solutions, network with other business leaders and get the latest news and updates to advance their brands in 2021 and beyond. This event is designed for franchisors, franchisees and supplier partners who serve the franchise community.

February 9-10: Emerging Franchisor Bootcamp  
February 11: Annual Leadership Conference

## MAY 2021

### Legal Symposium (In-person) May 2-4, 2021

Practical, real-world programming aimed at franchise lawyers over two and a half days addresses the latest business and franchise law developments. Connect with knowledgeable law practitioners and franchise executives while learning how to approach today's legal landscape.

### IBA/IFA Joint Conference (In-person) May 4-5, 2021

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.

## MAY/JUNE 2021

### FranDev & Marketing Conferences (Virtual) Dates: TBA

The latest proven lead generation strategies and sales process best practices are on display during the Franchise Development Conference, while the Marketing Conference focuses on practical solutions in marketing and innovation. We bring both groups together to amplify the interwoven relations between the two roles in the franchise system.

## SEPTEMBER 2021

### Franchise Action Network Annual Meeting (In-person) September 20-22, 2021

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.

## OCTOBER 2021

### Operations Conference (Hybrid: In-person and On-Demand) October 4-5, 2021

Packed with powerful content, this annual event for Franchise Operations executives and practitioners will connect you with successful brands who will share their tips and strategies for exceptional operational structure, smart communications, strong field support and best-in-class leadership practices to build solid franchisee relationships with those on the front lines of your brand.

## NOVEMBER 2021

### Emerging Franchisor Conference (Hybrid) November 16-18, 2021

The Emerging Franchisor Conference brings together emerging franchisors with experienced leaders in the community to answer a variety of burning questions. During this event, some of the leading experts in franchising will come together to help trailblaze the future of your business-- sharing stories and sound advice on areas such as communications, infrastructure and culture, keeping your franchisees happy and profitable, smart franchise sales, reinvesting in the business (how and when), and more.



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](mailto:ljames@franchise.org) for more information.

Questions about our 2021 Events Game Plan? Contact us at [events@franchise.org](mailto:events@franchise.org).

Be sure to visit [www.franchise.org](http://www.franchise.org) for continuing updates.



# ADVERTISING RATES



Franchise Opportunities Guide  
57K+ READERS

Franchise.org  
195K+ UNIQUE VISITORS

Franchising World  
28K+ READERS

Franchise.org Website (continuous)		
	Members	Nonmembers
<b>Package Options</b>		
Premium Online Package (aggressive, extensive reach)	\$850/mo	N/A
Introductory Value Package (basic branding)	\$3,000/yr	N/A
Digital Display ROS Banner	\$400/mo	\$800/mo
Vetfran Specific Digital Display ROS Banner	\$400/mo	\$800/mo
Retargeting	\$2,000	N/A
<b>Sponsored Content</b>		
Franchise Opportunities Blog Post	\$500/post	\$1,000/post

E-Newsletters (weekly)		
	Members	Nonmembers
<b>IFA SmartBrief (3x/week MWF)</b>		
Above Fold Takeover	\$900/issue	\$900/issue
Leaderboard/News 1	\$600/issue	\$600/issue

Email Blasts (weekly/monthly)		
Dedicated Opportunity Seeker Eblast	\$2,500 ea (\$2,250 ea for 4x)	\$5,000 ea
Shared Opportunity Seeker Eblast	\$995 ea	\$1,990 ea

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	\$2,000 to \$4,500	\$2,600 to \$5,850
Advertorials	\$6,000 to \$9,000	\$7,800 to \$11,700

Franchise Opportunities Guide (2x/year)		
Logo	\$750/standard \$1,200/jumbo \$1,500/front cover	N/A
Display Ads (range from quarter to full page)	\$1,000 to \$3,000	\$1,300 to \$3,900
Premium Display ads	\$4,000 to \$7,000	\$5,200 to \$9,100
Brand Spotlight Advertorial	\$5,000 to \$7,000	\$6,500 to \$9,100
Directory Advertorial	\$2,500	\$3,250



International Franchise Association  
1900 K Street, NW, Suite 700 | Washington, DC 20006