

ADVERTISING RATE CARD

Top Franchises Reports

// Print Editions (6 reports)

AD SIZE	1x	3x	6x	ONLINE ENHANCEMENTS
Full page (Inside Front/Back Cover or Back Cover)	\$4,000	\$3,600	\$3,200	Inline banner ad & hot-linked ad in interactive online edition
Full page	\$3,500	\$3,150	\$2,800	Inline banner ad & hot-linked ad in interactive online edition
Half page	\$2,000	\$1,800	\$1,600	
1/3 page	\$1,500	\$1,350	\$1,200	
Marketplace Listing	\$750	\$675	\$600	
Premium Franchisee Profile	\$2,250	\$2,025	\$1,800	Online profile
Franchisee Profile	\$1,750	\$1,575	\$1,400	Online profile

// Digital Editions (6 reports)

AD TYPE	1x	3x	6x
Inline Ad (Rotating/1 of 5)	\$2,000	\$1,800	\$1,600
Franchisee Profile (1 of 3)	\$1,800	\$1,650	\$1,500

Online Advertising

// Run-of-site (Quarterly)

AD TYPE	1x	2x	3x	4x
Box (Rotating/1 of 4)	\$2,000	\$1,800	\$1,600	\$1,400
Leaderboard (Rotating/1 of 4)	\$3,000	\$2,700	\$2,400	\$2,100
Candidate email (1/mo.)	Included with both above options	Included	Included	Included

PRINT AD SPECIFICATIONS // *All dimensions below are shown in inches, width by height.*

SIZE	FULL BLEED	NON-BLEED
Full page	8.75 x 11.25	7.5 x 10
Half page	n/a	7.5 x 4.625
1/3 square	n/a	4.96 x 4.625
1/3 vertical	n/a	2.42 x 9.48

PREFERRED PLACEMENT & SPECIALTY OFFERINGS

Inside Front/Back Cover or Back Cover*	8.75 x 11.25	7.5 x 10
Premium Franchisee Profile*	Q & A format plus highlight on cover	
Franchisee Profile	Q & A format	
Marketplace Listing/ Logo Upgrade	Logo plus 100-120 word description (may be edited for space and/or clarity) <small>Logos must be high resolution (300 dpi) .eps, .tif or .jpg</small>	

PAGE TRIM SIZE: 8.5w x 11h

Full page with full bleed: 8.75 x 11.25

Full page non-bleed: 7.5 x 10

SAFETY:

All type and graphics NOT intended to trim should be positioned 0.25" in from trim size (i.e., live area of full page ad with full bleed is: 8 x 10.5)

***NOTE:** These options are available on a first come, first serve basis — Only 2 companies per report.

FILE & DELIVERY SPECIFICATIONS

REQUIREMENTS:

File format: Adobe PDF files version 6.0 or higher with fonts embedded.

Resolution: High resolution (300 dpi) at actual printed size. Images from websites (screen resolution) are not accepted.

Color mode: CMYK only (no Pantone or other spot colors). We are not responsible for any color shifts during the conversion process if files are submitted differently.

Proofs: Full color, 100% size, indicating bleed and proper placement should be provided. Advertiser accepts responsibility for any printing errors resulting from not providing proof.

Note: Any file submitted that does not exactly match ad dimensions as above will be floated, resized and/or, bordered at the editor's discretion.

ELECTRONIC SUBMISSION:

Include your name, contact info, ad size, preferred placement (if applicable) and report of insertion for each submission.

Email: For files under 5MB, compress (zip or stuff) and email to Nicole at nicole@franchisebusinessreview.com. Please contact Nicole to coordinate the transfer of larger files.

AD PRODUCTION:

We encourage you to provide an ad of your own design but can assist with design, if necessary, for an hourly fee. Contact your client consultant for more information.

PRODUCTION QUESTIONS:

Production questions should be sent to nicole@franchisebusinessreview.com or contact your client consultant.

ONLINE AD SPECIFICATIONS // *Dimensions below are shown in pixels, width by height.*

AD TYPE	SPECS	FILE TYPE
Leaderboard	770 x 90, 150kb max	.jpg, .png, .gif (animation ok)
Box	230 x 200, 150kb max	.jpg, .png, .gif (animation ok)
Candidate email (1 per month)	same as above	same as above
Inline Ad	468 x 60 px, 150kb max	.jpg, .png, .gif (animation ok)

Site Homepage



Not shown actual size.

Leaderboard
770 x 90 px,
150kb max

Box
230 x 200 px,
150kb max

Digital Editions (Online Reports)



Inline
468 x 60 px
150kb max

PRODUCTION QUESTIONS:

Please contact Michael Kupfer at mkupfer@franchisebusinessreview.com or 866.397.6680