

ADVERTISING RATE CARD

Print Advertising

AD SIZE	1x	2x	4x	ONLINE ENHANCEMENTS
Full page (Inside Front/Back Cover or Back Cover)	\$4,000	\$3,600	\$3,200	Hot-linked ad in interactive online edition
Full page	\$3,500	\$3,150	\$2,800	Hot-linked ad in interactive online edition
Half page	\$2,000	\$1,800	\$1,600	Hot-linked ad in interactive online edition
1/3 page	\$1,500	\$1,350	\$1,200	Hot-linked ad in interactive online edition
Marketplace Listing	\$750	\$675	\$600	Hot-linked URL only in interactive online edition

Online Advertising (Available to print advertising customers only; billed quarterly)

AD TYPE	3 months (Cost/Qtr)	6 months (Cost/Qtr)	Full year (Cost/Qtr)
Premium leaderboard banner (top of page, above footer, rotating 4 ads)	\$4,500	\$4,050	\$3,600
Premium box (upper right corner, rotating 4 ads)	\$3,000	\$2,700	\$2,400
Run-of-site banner (inline with content, rotating 4 ads)	\$3,000	\$2,700	\$2,400
Run-of-site box (inline with right margin, rotating 4 ads)	\$2,000	\$1,800	\$1,600
Candidate email (1/mo.)	Included with options above	Included with options above	Included with options above

ALL NEW! Sponsored Content

NEW
OPTION!

FBR authored and edited blog, 700-900 words, with optional expert interview. Link to your site; distribution through FBR email list and social channels; premium placement on homepage.

1x/quarter	\$3,000/quarter (\$12,000/year)
1x/month	\$9,000/quarter (\$36,000/year)

Q&A Profiles

AD SIZE	1x	2x	4x	ONLINE ENHANCEMENTS
Premium Franchisee Profile (appears in print and online)	\$2,250	\$2,025	\$1,800	Online profile; Link from cover of interactive online edition
Franchisee Profile (appears in print and online)	\$1,750	\$1,575	\$1,400	Online profile
"Podcast" Interview (Franchisee or Executive)	\$2,500	—	—	Online audio & transcript
Premium "Podcast" Interview	\$3,000	—	—	Online audio & transcript, plus dedicated email to candidate list

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

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.

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>	

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 10MB, compress (zip or stuff) and email to Amy LaLime at alalime@franchisebusinessreview.com. Please contact Amy 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 Amy LaLime at alalime@franchisebusinessreview.com or contact your client consultant.

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

AD TYPE	SPECS	FILE TYPE
Banner (leaderboard and run-of-site)	1,540px x 180px, 72 dpi	.jpg, .png, .gif (animation ok)
Box (leader and run-of-site)	700px x 700px, 72 dpi	.jpg, .png, .gif (animation ok)
Candidate email (1 per month)	same as above	same as above

Site page (Not shown actual size.)

The image shows a screenshot of the FranchiseBusinessReview.com website with several ad placement areas highlighted by red dashed boxes and callouts. On the left side, a large red box is labeled "Banner" with dimensions "1,540px x 180px" and "72 dpi". This box encompasses the top navigation bar, the "Premium Leaderboard Banner" at the top of the main content area, and the "Run-of-site Banner" at the bottom of the main content area. On the right side, a smaller red box is labeled "Box" with dimensions "700px x 700px, 72 dpi". This box encompasses the "Premium Box" in the top right sidebar, the "Additional FBR Content" in the middle right sidebar, and the "Run-of-site Box" in the bottom right sidebar. The website content includes sections for "Best Recession-Proof Businesses for Risk Averse Entrepreneurs", "Featured Franchise Reviews", "Franchise Advice", and "Food and Beverage".

PRODUCTION QUESTIONS:

Please contact Amy LaLime at alalime@franchisebusinessreview.com or 866.397.6680