

## 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. Only 4 advertisers per ad type, per quarter.)

AD TYPE	3 months (Cost/Qtr)	6 months (Cost/Qtr)	Full year (Cost/Qr)
Run-of-site box (top half of page and mid page, above footer; rotating 4 ads)	\$4,500	\$4,050	\$3,600
Run-of-site banner (top half of page and mid page, right sidebar; rotating 4 ads)	\$3,000	\$2,700	\$2,400
Candidate Email	Included with options above	Included with options above	Included with options above

### Sponsored Content

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

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

### Q&A Profiles

PROFILE TYPE	1x	2x	4x	ONLINE ENHANCEMENTS
Premium Franchisee Profile (appears in print and online)	\$5,000	\$4,500	\$3,750	Expanded online profile
Franchise Profile (appears in print and online)	\$2,500	\$2,250	\$2,000	Online profile

**NEW  
OPTIONS!**

### ALL NEW! Franchising in Review Podcast

Feature a franchisee from your brand sharing their franchise experience and perspectives with prospective candidates. Distribution through FBR email list and social channels; promotion in FBR print guide.

\$3,000/quarter (Only 3 slots available per quarter)

**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 front 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 Franchise 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) Logos must be high resolution (300 dpi) .eps, .tif or .jpg	

**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](mailto: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 set to Amy LaLime at [alalime@franchisebusinessreview.com](mailto: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 (run-of-site)	1,540px x 180px, 72 dpi	.jpg, .png, .gif (animation ok)
Box (run-of-site)	700px x 700px, 72 dpi	.jpg, .png, .gif (animation ok)
Candidate email banner (1 per month)	1,540px x 180px, 72 dpi	.jpg, .png, .gif (animation ok)

Site page (Not shown actual size)

**Banner**  
1,540px x 180px  
72 dpi

**Run-of-site leaderboard**

**Run-of-site box**

**FBR Content**

**Run-of-site box**  
START A BOX-BASED TRAVEL BUSINESS!

**Box**  
700px x 700px  
72 dpi

**Run-of-site box**

**FBR Content**

**Run-of-site box**  
NAMED A TOP 25 FOOD FRANCHISE

**FBR Content**

### PRODUCTION QUESTIONS:

Please contact Amy LaLime at [alalime@franchisebusinessreview](mailto:alalime@franchisebusinessreview) or 866.397.6680