

ADVERTISING RATE CARD

Traditional Ads

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 traditional ad customers only; billed quarterly)

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)	\$4,500	\$4,050	\$3,600
Run-of-site leaderboard (top half of page and mid page, right sidebar)	\$3,000	\$2,700	\$2,400
Candidate Email	Included with options above	Included with options above	Included with options above

Content Marketing

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 guide and online)	\$5,000	\$4,500	\$3,750	Expanded online profile
Franchise Profile (appears in guide and online)	\$2,500	\$2,250	\$2,000	Online profile

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 guide.

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

TRADITIONAL 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) <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:

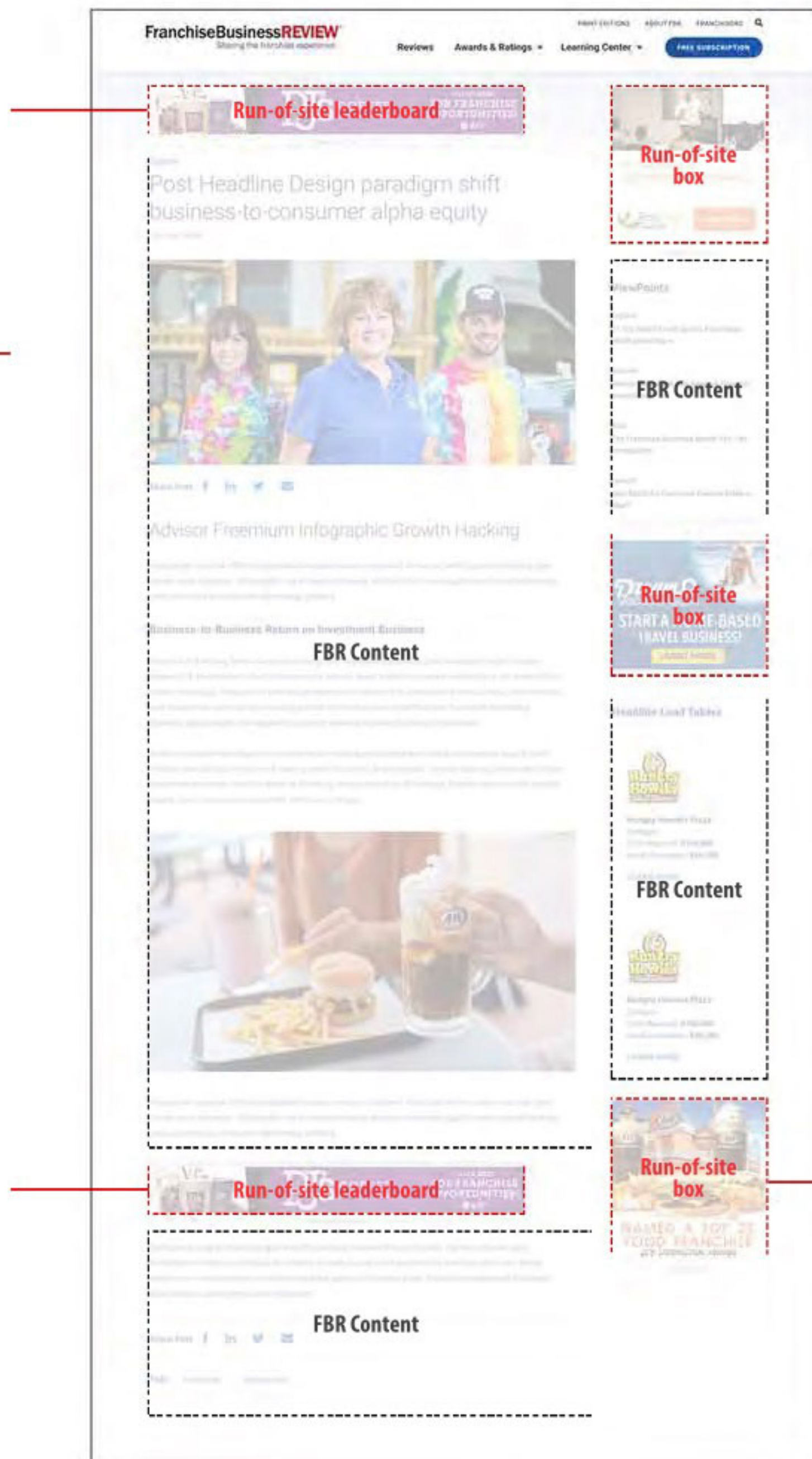
Production questions should be set to Amy LaLime at alalime@franchisebusinessreview.com or contact your client consultant.

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 700x, 72 dpi	.jpg, .png, .gif (animation ok)
Candidate email (1 per month)	same as above	same as above

Site page (Not shown actual size)

Banner
1,540px x 180px
72 dpi



Box
700px x 700px
72 dpi

PRODUCTION QUESTIONS:

Please contact Amy LaLime at alalime@franchisebusinessreview or 866.397.6680