

Franchising.com

2010 Rate Card

ADVERTISING OPPORTUNITIES FOR FRANCHISORS

Banner Ads | Logo Ads | Web Ads | e-Newsletters

MONTHLY BILLING PROGRAM RATES (requires credit card on file)

	3 Month Contract Minimum Insertion	6 Month Contract 5% Discount	12 Month Contract 10% Discount
Silver	\$550/month	\$522.50/month	\$495/month
Gold	\$750/month	\$712.50/month	\$675/month
Platinum	\$950/month	\$902.50/month	\$855/month
Platinum Plus	\$1,450/month	\$1,377.50/month	\$1,305/month

PRE-PAY PROGRAM RATES (save up to 20%)

Pre-Pay Discounts	3 Month Pre-Pay 10% Discount	6 Month Pre-Pay 15% Discount	12 Month Pre-Pay 20% Discount
Silver	\$1,485 (Save \$165)	\$2,805 (Save \$495)	\$5,280 (Save \$1,320)
Gold	\$2,025 (Save \$225)	\$3,825 (Save \$675)	\$7,200 (Save \$1,800)
Platinum	\$2,565 (Save \$285)	\$4,845 (Save \$855)	\$9,120 (Save \$2,280)
Platinum Plus	\$3,915 (Save \$435)	\$7,395 (Save \$1,305)	\$13,920 (Save \$3,480)

ADDITIONAL UPGRADES

Hot Franchisee Listing (\$100–\$400 per month)

Logo rotation in chosen category (3 appear at a time)

Hot Franchise Section listing

Featured Franchise Opportunities (\$1000 per month)

Most prominent space on home page

Limit of 3 companies rotate

Logo with a description will appear solo on home page

MATERIAL REQUIREMENTS

1. Email Address for Leads.

2. Franchise Financial Requirements (Optional):

- Franchise Fee
- Net Worth
- Liquid Assets
- Total Investment Requirement

3. Existing Web Advertisement or Ad Materials:

Typically, it is best to choose your top performing ad from another network. We can clone it seamlessly.

If you do not have an ad, please send us the following to create your ad:

- Franchise company description, 250–500 words
- Corporate logo
- 3 pictures

4. Brief Description:

- Platinum and Platinum Plus, max. 250 characters
- Gold and Silver, max. 150 characters

5. Banners:

- 120x60 pixels banner (.gif or .jpg), 72 DPI, max. 6K

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Franchising.com

ADVERTISING LEVELS

	Platinum PLUS	Platinum	Gold	Silver
Logo Rotation (home page)	✓			
Featured Franchise (home page rotation)	✓	✓		
New Opportunities Listing (home page, limited time)	✓	✓	✓	✓
Search and Category Listing (tier)	Top	Top	Second	Third
Logo with Press Release (home page)	✓	✓	✓	✓
Multi-Page Web Ad	✓	✓	✓	✓
Email Response Form	✓	✓	✓	✓
Press Release Service (unlimited)	✓	✓	✓	✓
Relentless Optimization™ by Oneupweb	✓	✓	✓	✓
Qualified Lead Filters	✓	✓	✓	✓
Dashboard Performance Tracking	✓	✓	✓	✓
Franchise Resales Listing (unlimited)	✓	✓	✓	✓
Banner	120x60	120x60	120x60	120x60
Opportunity Description (character limit)	250	250	150	150

SPECIAL FEATURES:

Multi-Page Web Ad

No other franchise portal website gives you this kind of exposure. Each franchise web ad includes page tabs for New Opportunities, Existing Opportunities, Requirements, Franchise Overview and Franchise News.

FREE Press Release Service

When you post your press release on Franchising.com, it is automatically made available to 100+ online news agencies including Yahoo News, Google News, MSN, etc.).

Qualified Lead Filters

Ensure every lead you receive is pre-qualified. Set minimum investment levels, available territories, and more.

Search Engine Optimization

Relentless optimization™ by Oneupweb drives more internet traffic to your franchise opportunity.

Dashboard Performance Tracking

Track your ad performance in real time. Keep track of your conversion rates and even download your leads into several formats.

QUESTIONS?

Email: tech@franchiseupdatemedia.com • Phone: (800) 289-4232 ext. 208

For advertising information, contact your sales representative or Sharon Wilkinson, sales@franchiseupdatemedia.com, (800) 289-4232 ext. 202

FranchiseUpdate
MEDIA GROUP