



Franchise Times  
**Vendor  
DIRECTORY**

**YOUR FRANCHISE UNIVERSE GUIDE**

The **Franchise Times Vendor Directory** is now accepting directory listings from growing franchise brands just like yours. The Vendor Directory is unique because it allows franchise brands to maximize their marketing dollars by combining online advertising with a high-exposure print feature. Along with the best in print advertising, you'll get key exposure on a newly launched Web site: [FranchiseTimesVendorDirectory.com](http://FranchiseTimesVendorDirectory.com).

Your listing in the Franchise Times Vendor Directory will be seen by more qualified franchise prospects and have greater exposure than in any other directory. Stressing quality over quantity has been Franchise Times' trademark since 1999—now you can capitalize on that philosophy. With the highest level of exposure you'll find from Franchise Times, can you afford not to be in it?

**Here are a few highlights:**

- The Vendor Directory comes from the most trusted name in franchise reporting: Franchise Times magazine.
- We mail to more subscribers and distribute more copies at the shows that we attend than any other directory.
- We include the online directory as part of the package. One form completes your print and online directory listing. FranchiseTimes.com is getting a makeover in the coming months and your brand will benefit from the new look and easy access.
- You provide the information. This helps ensure that the directory is as updated and accurate as possible.
- The Vendor Directory is mailed to every Franchise Times subscriber along with the October 2011 issue.
- It is distributed at every conference where Franchise Times is an exhibitor.
- Display advertising options are available to complement your directory listing.
- One price covers your print and online directory listing.

For more information, or to sign up for a listing, contact **Lucas Wagner** ([lwagner@franchisetimes.com](mailto:lwagner@franchisetimes.com) or 612-296-7186). The deadline to submit information for the 2012 edition is August 3rd, 2011.

**[www.FranchiseTimesVendorDirectory.com](http://www.FranchiseTimesVendorDirectory.com)**

# Pricing Options

## Basic Listing - \$695

Full Listing in set category of your choice that includes:

- Logo with listing on the web and in print
- Company Name
- Contact Information
- Company description of up to 75 words

## Basic Listing

+ Web Side Bar Logo

+ 1 Partial Listing\* - \$995

Full listing in a set category of your choice that includes:

- Logo with listing on the web and in print
- Company Name
- Contact Information
- Company description of up to 75 words
- Logo on side bar on web page throughout entire Vendor Directory that will link to your listing

\* Partial listing includes Logo with listing, company name and contact information.



## Additional Prices:

- Additional Partial Listing - \$100
- Additional words in description - \$1/each
- Logo (Online Side Bar) Listing - \$295

## Display Advertising:

\*\* Any 1/2 Page or larger display ad includes a free Full Listing \*\*

Outside Back Cover: 8.375" x 10.875" .....	\$9,963
Inside Front Cover: 8.375" x 10.875" .....	\$9,690
Inside Back Cover: 8.375" x 10.875" .....	\$9,510
Full Page Ad: 8.375" x 10.875" .....	\$7,932
Junior Page Ad: 7.625" x 6" .....	\$6,277
Half Page Ad: 7.625" x 5" or 3.75" x 10.25" .....	\$4,355
Third Page Ad: 7.625" x 3.375" or 2.25" x 10.25" .....	\$3,343
Quarter Page Ad: 3.75" x 5" .....	\$2,439
Sixth Page Ad: 7.625" x 1.75" or 3.75" x 3.75" .....	\$1,793
Eighth Page Ad: 3.75" x 2.375" .....	\$1,470

\*\* If you have, or would like to have, an existing ad schedule with us, we're glad to work on a frequency rate with you.

## Mechanical Information

PDF/X-1a files are requested for all ad and insert submissions.

E-mail digital materials to:

[ads@franchisetimes.com](mailto:ads@franchisetimes.com)

Advertising materials can be e-mailed provided all elements are included (download a copy of our media kit at [franchisetimes.com](http://franchisetimes.com) for specifics). We have a 7MB maximum. Please stuff or zip all files. For larger files, see "Posting files to the Web," below. A color contract proof should be forwarded with all ad submissions.

Posting files to the Web

All files up to 50MB can be posted to our Web site at [www.franchisetimes.com/files](http://www.franchisetimes.com/files). Anyone with Internet access can use the site. Please contact your sales representative for complete details. This site is user and password protected.