



SuperBook of Franchise Opportunities



2011/2012 Media Kit

**Double your exposure with
the Franchise Times SuperBook
of Franchise Opportunities.**

TWO print editions—Spring and Fall— mailed to
all Franchise Times subscribers and handed out all
year long at major franchise expos
ONE interactive Web site—FranchiseSuperBook.com
— for additional visibility online.

Franchise Times and The SuperBook. Working Together for YOUR Brand!

The SuperBook of Franchise Opportunities is the ideal complement to your Franchise Times advertising insertion. Printed twice yearly (Spring and Fall), the SuperBook allows your brand to find its way into the hands of new prospects that other directories just can't claim.

Why the SuperBook?



We are now accepting directory listings from growing franchise brands just like yours. Remember, the SuperBook maximizes marketing dollars by combining online advertising with a high-exposure print edition. Along with the best in print advertising, you'll get key exposure on our new Web site, FranchiseSuperBook.com, featuring a mix of the editorial content Franchise Times is known for—success stories, quirky franchise features and solid advice from the experts on management, legal, finance and operations—along with the best franchise brands. Your listing in the Franchise Times SuperBook will be read by more qualified franchise prospects than in any other franchise directory. Quality over quantity has been Franchise Times' trademark since 1999—now, you can capitalize on that philosophy. Can you afford not to be in it?

We know brands—and how to use ink to talk about them



Franchise Times has reported on the franchise business model since 1999.

During that time we've attended hundreds of franchise meetings and conventions, interviewed several hundred franchisors, franchisees and industry experts and read—and written—thousands and thousands of words on the sub-

ject.

Franchise Times has created a brand that readers trust.

By advertising your concept or your products and services in Franchise Times, you can become a trusted source of information to our readers and the SuperBook of Franchise opportunities.

Want to receive your listing FREE ?

Purchase TWO display ads (one in the Fall/Winter book and one in the Spring/Summer) and your SuperBook listing will be FREE through August 2012.

Display ad sizes range from 1/8th page to a full page, with several options in between (the attached SuperBook media kit has size specifications and prices).

- Your logo will be seen on the home page of FranchiseSuperBook.com as part of a rotation, and on your directory listing pages
- PLUS a link directly to your listing and your company Web site
- Company press releases can be submitted for inclusion in the News Briefs section of FranchiseSuperBook.com through August 31st, 2012.

Or for a listing only

Option 1 for a one-year listing is just \$1,295

- Your SuperBook Directory listing will be seen on FranchiseSuperBook.com through August 31st, 2012.
- Your SuperBook Directory listing will be seen in BOTH printed versions (fall and spring).
- You may submit press release information for inclusion in the News Briefs section of FranchiseSuperBook.com through August 31st, 2012.

Option 2 for a 6-month listing is \$995

- Your SuperBook Directory listing will be seen on FranchiseSuperBook.com through February 29th, 2012.
- Your SuperBook Directory listing will be seen in ONE printed version (fall).
- You may submit press release information for FranchiseSuperBook.com through February 29th, 2012.

Customize your ad campaign with us

- Add display advertising in Franchise Times magazine
- Stand-out with banner ads on FranchiseSuperBook.com and/or Franchisetimes.com There are endless options to take advantage of. Let us help you create the ideal marketing mix for your brand.

Contact Kevin Pietsch at kpietsch@franchisetimes.com or 612-767-3206 to receive your secure, dedicated online entry form.

Full page
8³/₈" x 10⁷/₈"
 Bleed dimensions:
 8⁷/₈" x 11³/₈"
 (Include a 1/4" interior margin)

Junior page
7⁵/₈" x 6"

1/2 page vertical
3³/₄" x 10¹/₄"

1/2 page horizontal
7⁵/₈" x 5"

1/3 page horizontal
7⁵/₈" x 3³/₈"

1/3 page vertical
2¹/₄" x 10¹/₄"

1/4 page
3³/₄" x 5"

1/6 page horizontal
7⁵/₈" x 1³/₄"

1/6 page square
3³/₄" x 3³/₄"

1/8 page
3³/₄" x 2³/₈"

Pricing

Outside Back Cover*	Fall/Winter: \$8,295
8.375" x 10.875"	Spring/Summer 2012: \$15,495
Inside Front Cover*	Fall/Winter: \$7,995
8.375" x 10.875"	Spring/Summer 2012: \$14,795
Inside Back Cover*	Fall/Winter: \$7,695
8.375" x 10.875"	Spring/Summer 2012: \$13,995
Subscription Card*	Fall/Winter: \$7,795
(bind-in)	Spring/Summer 2012: \$14,295
Full Page Ad	Fall/Winter: \$6,595
8.375" x 10.875"	Spring/Summer 2012: \$11,995
Junior Page Ad	Fall/Winter: \$5,195
7.625" x 6"	Spring/Summer 2012: \$9,495
Half Page Ad	Fall/Winter: \$3,595
7.625" x 5"	Spring/Summer 2012: \$6,495
or 3.75" x 10.25"	
Third Page Ad	Fall/Winter: \$2,645
7.625" x 3.375"	Spring/Summer 2012: \$4,495
or 2.25" x 10.25"	
Quarter Page Ad	Fall/Winter: \$1,995
3.75" x 5"	Spring/Summer 2012: \$3,695
Sixth Page Ad	Fall/Winter: \$1,495
7.625" x 1.75"	Spring/Summer 2012: \$2,895
or 3.75" x 3.75"	
Eighth Page Ad	Fall/Winter: \$1,195
3.75" x 2.375"	Spring/Summer 2012: \$2,095

* Only 1 available per issue

Display ad mechanical information

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

E-mail digital materials to:

ads@franchisetimes.com

Advertising materials can be e-mailed provided all elements are included (download a copy of our media kit at 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. Anyone with Internet access can use the site. Please contact your sales representative for complete details. This site is user and password protected.



SuperBook Web Site

Equal parts educator and franchise directory, the new Franchise Times SuperBook of Franchise Opportunities combines the best of both worlds under one site (and two printed editions). The new SuperBook site is ideal for prospects seeking information on franchise ownership. The editorial content provides answers to the questions on every entrepreneur's mind, so he or she can locate the ideal business fit.

Where else can so much information on the franchise universe be found? So, feel free to read up on the latest articles and press releases. Navigate the expansive list of franchise opportunities. Explore the calendar of events, and continue to come back for more news, ideas and opportunities each week.

And by the way, we're just getting started. We will continue to add new, relevant content to the site, plus attract the top brands. To be updated on the latest news, events and opportunities become a Franchise Times Facebook and Twitter follower.

FranchiseSuperBook.com

The SuperBook Team

Meet the team behind your SuperBook of Franchise Opportunities: **Kevin Pietsch, Steven Pease and Joe Veen.**

Associate Publisher Kevin Pietsch ensures SuperBook readers and advertisers receive value from their experiences, both online and in print. Kevin's role is to produce a unique and cost-effective branding option for franchisors, and to help sustain the SuperBook's relevancy and value for years to come.

Editor Steven Pease provides timely, relevant content for prospective franchisees. From feature articles loaded with expert guidance to real-life advice from franchisees to news briefs, FranchiseSuperBook.com helps prospective franchisees navigate the world of franchising on the World Wide Web.

Senior Graphic Designer Joe Veen accepts and formats advertisements to look their best on the Web site and in the print directory. He is available to answer questions on your ad's color, size and format, and to ensure that you present a flawless face to SuperBook readers.

Contact Us

Kevin Pietsch
 Associate Publisher/National Sales Director
 kpietsch@franchisetimes.com
 612-767-3206