

2010 Allied Partners Media Planner



- The opportunity to advertise or serve as sponsors of any electronic or printed media by the DFA is exclusively offered to our Allied Partners. And in turn, our franchisee members are encouraged to support our partners.

Optional ~ DFA Forum Newsletter Advertising

Over Four Hundred (400) issues published quarterly keeping you informed of all the latest news, committee reports and ideas. Ads must be submitted 30 days prior to publication.
Subscription is FREE with membership dues.

Optional ~ DFA Directory & Buyer's Guide Advertising

Over Five Hundred and (500) directories will be printed and distributed in February and will be sent to all Denny's Franchisee and Allied Partner Members for their reference.
Subscription is FREE with membership dues.

Optional ~ Website Advertising; Available 24 / 7

Three Star: Company listing is "hot-linked" to your company website
 Special Three Star icon on listings

Four Star: Three Star benefits plus: DFA Members Offer page, Display Ad
 Special Four Star icon on listings

Five Star: Four Star benefits plus: Logo visible on every page with "hot-link" to your company's website,
 Additional page for detailed message to DFA Franchisees, Special Five Star icon on listings

*New Web Advertising
 Details Coming Soon*

*Order Now!
 Pay Later!*

Media Advertising Reservations ~ Plan Your Marketing Calendar Year

DFA Forum Newsletter Advertising (per issue): 400+ copies

Display Ad Deadline Date: 30 days prior to publication

Publication Date: Quarterly (Winter, Spring, Summer, Fall)

Ad Specs: Please submit 300 dpi or higher any file format.

Circle Issue Requested:	Winter	Spring	Summer	Fall
Deadline to Submit:	Nov. 30	Mar. 1	June 1	Sep. 1

- | | Per Issue |
|--|-----------------|
| <input type="checkbox"/> Full Page
8 1/2 x 11 | \$ 950 \$ _____ |
| <input type="checkbox"/> Half Page
5 1/2 x 8 1/2 | \$ 600 |
| <input type="checkbox"/> Quarter Page
4 1/4 x 5 1/2 | \$ 400 |

DFA Annual Directory & Buyer's Guide Advertising

Official Annual Publication: 500+ copies

Display Ad Deadline Date: 45 days prior to publication

Distribution Date: February 2007

Each company receives 2 FREE copies

As a DFA Allied Partner you receive 2 FREE listings both online on the dennys.org website and the printed DFA Annual Directory & Buyer's Guide that are cross-referenced by your category and your company name

- | | Per Year |
|---|------------------|
| Sold Inside Front Cover | \$ 3000 |
| Sold Inside Back Cover | \$ 3000 \$ _____ |
| <input type="checkbox"/> Full Tab Divider Page
8 1/2 x 5 1/2 | \$ 2000 |
| <input type="checkbox"/> Half Page
4 1/2 x 5 1/2 | \$ 1100 |
| <input type="checkbox"/> Additional Directory | \$ 100 \$ _____ |

DFA Website Advertising Sponsor

23,700 Hits per month, average

12 Months ~ 24 / 7

- | | |
|-------------------------------------|---------|
| <input type="checkbox"/> Three Star | \$ 2400 |
| <input type="checkbox"/> Four Star | \$ 4000 |
| <input type="checkbox"/> Five Star | \$ 6000 |

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An Allied Partner Service representative will call you regarding your advertising reservations.

Date _____ Name _____ Company _____

Phone _____ Email _____

We are committed to making the Allied Partnership work for you. We welcome your comments or suggestions.



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