

2012 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 Six Hundred and (600) 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.

**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 600 dpi or higher any file format.

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

- | | | | |
|--------------------------|--------------|-------------------|----------|
| <input type="checkbox"/> | Full Page | Per Issue \$ 1140 | \$ _____ |
| | 8 ½ x 11 | | |
| <input type="checkbox"/> | Half Page | \$ 720 | |
| | 5 ½ x 8 ½ | | |
| <input type="checkbox"/> | Quarter Page | \$ 480 | |
| | 4 ¼ x 5 ½ | | |

**Receive a 10% discount!
Just order four or more ads at once!**

DFA Annual Directory & Buyer's Guide Advertising

Official Annual Publication: 600+ copies
 Display Ad Deadline Date: 45 days prior to publication
 Distribution Date: February

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

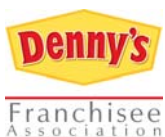
- | | | | |
|--------------------------|--------------------|----------|----------|
| | | Per Year | |
| Sold | Inside Front Cover | \$ 3000 | |
| Sold | Inside Back Cover | \$ 3000 | \$ _____ |
| <input type="checkbox"/> | Full Tab Page | \$ 2000 | |
| | 8 ½ x 5 ½ | | |
| <input type="checkbox"/> | Half Page | \$ 1100 | |
| | 4 ½ x 5 ½ | | |
| <input type="checkbox"/> | Additional Copy | \$ 100 | \$ _____ |

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

Date _____ Name _____ Company _____

Phone _____ Email _____

Fax Back to 949-888-4799



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