

2012 DFA MEDIA KIT



2012 MEDIA KIT INCLUDES:

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Vendor Partner Program pg. 9-14

(Please refer to the Vendor Section at: www.dominosdfa.com
for updated vendor information and forms)

The Voice 2012 Advertising Reservation Sheet



Check the appropriate box below.

AD SIZE	RATE	*ANNUAL RATE	PARTNER RATE	*PARTNER ANNUAL RATE
1/2 Page	\$1,295 <input type="checkbox"/>	\$4,780 <input type="checkbox"/>	\$995 <input type="checkbox"/>	\$3,580 <input type="checkbox"/>
Full Page	\$1,795 <input type="checkbox"/>	\$6,780 <input type="checkbox"/>	\$1,395 <input type="checkbox"/>	\$5,180 <input type="checkbox"/>
Inside Front Cover	\$2,095 <input type="checkbox"/>	\$7,980 <input type="checkbox"/>	\$1,895 <input type="checkbox"/>	\$7,180 <input type="checkbox"/>
Back Page	\$2,195 <input type="checkbox"/>	\$8,380 <input type="checkbox"/>	\$1,995 <input type="checkbox"/>	\$7,580 <input type="checkbox"/>
Two Page Non-Center	\$2,400 <input type="checkbox"/>	\$9,200 <input type="checkbox"/>	\$2,200 <input type="checkbox"/>	\$8,400 <input type="checkbox"/>
Two Page Center	\$2,600 <input type="checkbox"/>	\$10,000 <input type="checkbox"/>	\$2,350 <input type="checkbox"/>	\$9,000 <input type="checkbox"/>

* Annual Rate must be paid in advance for all four 2012 issues during 1st quarter billing.

I am a DFA Platinum Gold Silver Basic Partner

I will submit a new ad for the following issues: March June Sept. Dec.

Use my previous ad for the upcoming issues until notified

Accept this form as my reservation for an ad in the following 2012 Voice Magazines:

March June September December

Company Name: _____

Contact: _____

Phone: _____ **Email:** _____

Billing email: _____

Email to jamie@dominosdfa.com or fax to:(866) 812.7727

(By submitting this form, the vendor agrees to the the price and terms of the commitment noted above with The DFA Voice Magazine. Please refer to the 2nd page for artwork requirements.)

The Voice Artwork Requirements

When preparing your artwork, please follow the guidelines below:

Ad Sizes

Full page ad: 8 3/8 X 10 7/8

Bleeds are OK; provide 1/8" extended image area

***Text must be at least 1 inch from edges with full bleeds**

Half Page ad: 7 1/2 X 4 7/8

No bleeds

Colors

All ads are produced in 4-color process printing

Submitting Art Work

All files must be saved and submitted as a high-resolution pdf file. Please email high-res pdf files to Jamie@dominosdfa.com. Ad design services are available at an additional charge.

Franchisee Quotes

Written permission from quoted franchisee(s) must be provided to the DFA for any vendor ads containing franchisee quotes.

If you have questions concerning ad specifics please contact Jamie at: **210-845-1072 x-3 or Jamie@dominosdfa.com**

2012 Ad Reservation and Deadline Dates

Vol. 16 Issue 1

Ad Reservation: 2/3/12

Ad Due: 2/17/12

Mailing Date: Mid March

Vol. 16 Issue 3

Ad Reservation: 8/3/12

Ad Due: 8/17/12

Mailing Date: Mid September

Vol. 16 Issue 2

Ad Reservation: 5/4/12

Ad Due: 5/16/12

Mailing Date: Mid June

Vol. 16 Issue 4

Ad Reservation: 11/2/12

Ad Due: 11/16/12

Mailing Date: Mid December

2012 The Voice Magazine Advertising Layout Position, Size and Pricing

Full Page Ad
size: 8 3/8" x 10 7/8"

Half Page Ad
size: 7 1/2" x 4 7/8"

The following speciality pages are also available:

- Inside Front Cover
- Back Page
- Two Page Non-Center
- Two Page Center.

Refer to Ad Reservation Form for pricing.

1. 2.

What are the benefits of advertising in *The Voice*?

The Voice is:

- mailed to every national franchisee in the system and to Domino's Corporate
- a place that many franchisees search when looking for a vendor, product or service
- a reference tool to look back upon as needed
- a great way to be introduced to the Domino's community
- a way to show your support for franchisees through their association - all of our work is done on behalf of benefiting franchisees
- more in demand (due to increased positive response from franchisees we have received), as we have increased the content by more than 50 percent in the past few years – there is more content that is being sought out by franchisees
- a great source of information to see some of the current trends in Domino's and to learn who the franchisees are and what they want

2012 DFA Web Advertising Reservation Form

Ad Type	Size in pixels (w x h)	Monthly Pricing	Partner	Annual Pricing	Partner
Top Banner	900 X 70	\$400 <input type="checkbox"/>	\$350 <input type="checkbox"/>	\$4,400 <input type="checkbox"/>	\$3,850 <input type="checkbox"/>
Basic	400 X 250	\$300 <input type="checkbox"/>	\$250 <input type="checkbox"/>	\$3,300 <input type="checkbox"/>	\$2,750 <input type="checkbox"/>
Footer	450 X 70	\$200 <input type="checkbox"/>	\$150 <input type="checkbox"/>	\$2,200 <input type="checkbox"/>	\$1,650 <input type="checkbox"/>

** DFA (Platinum, Gold, and Silver Partners receive a discounted *Partner Price*

Company Name: _____

Company Contact: _____

Phone: _____ Email: _____

URL: _____ *(please submit your URL/website to be linked with your ad)*

A quarterly report of the page views and clicks tracked to banners are available upon request.

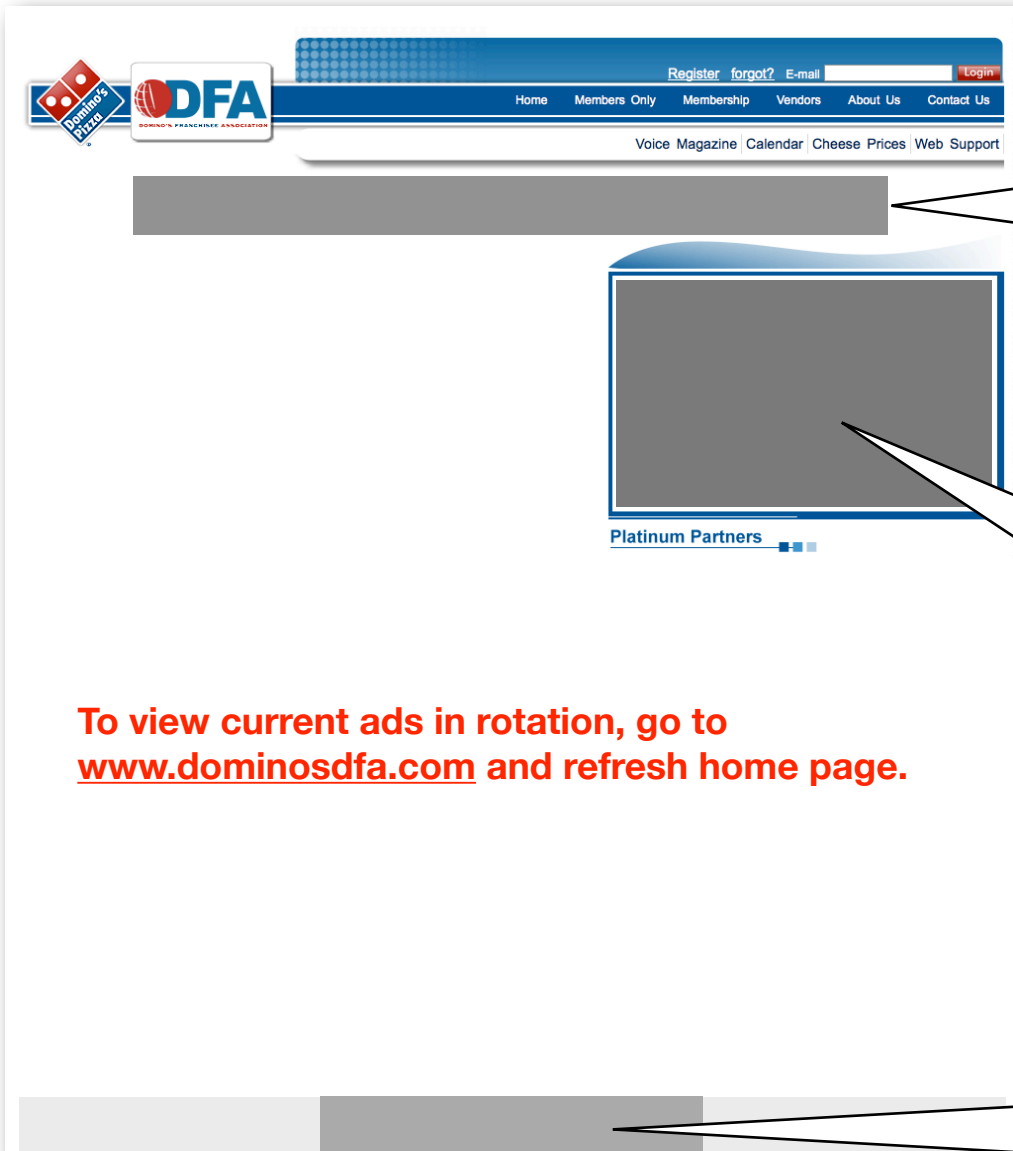
I would like to run my web ad during the following months in 2012:

- | | | | |
|-----------------------------------|---------------------------------|------------------------------------|--|
| <input type="checkbox"/> January | <input type="checkbox"/> May | <input type="checkbox"/> September | <input type="checkbox"/> Continue to run my ad until notified. |
| <input type="checkbox"/> February | <input type="checkbox"/> June | <input type="checkbox"/> October | |
| <input type="checkbox"/> March | <input type="checkbox"/> July | <input type="checkbox"/> November | |
| <input type="checkbox"/> April | <input type="checkbox"/> August | <input type="checkbox"/> December | |

The DFA recommends flash, jpg., png. and gif. files. *Flash files may not be used for Basic Ads and clicks must be embedded within the ad design. Top Banner and Footer Ads appear on every page of the DFA website. If you have questions concerning file requirements or are in need of a banner design contact Jamie at: 210.845.1072 x 3 or jamie@dominosdfa.com. *DFA has final approval on all banner ads and ads can be updated at no charge. Completing this form approves the price and terms of the commitment with the DFA Website Advertising.

Email or fax confirmation form to Jamie at: (fax) 866.812.7727 or jamie@dominosdfa.com

2012 DFA Web Advertising Layout Position, Size and Pricing



Top Banner Ad
 One appears on the home page and top of every web page. Your ad will share rotation with a maximum of 10 advertisers.
 size: 900x70
 cost: \$400|\$350 partner per month

Basic Ad
 Ad appears on the home page. Your ad will share rotation with a maximum of 10 advertisers.
 size: 400x250
 cost: \$300|\$250 partner per month

Footer Ad
 Ad appears on the home page and bottom of every web page. Your ad will share rotation with a maximum of 10 advertisers.
 size: 450x70
 cost: \$200|\$150 partners per month

To view current ads in rotation, go to www.dominosdfa.com and refresh home page.

What are the benefits of Web Advertising with the DFA?

- The DFA is one of the only associations that communicates to all 1,300 franchisees (who own approximately 4,500 stores) almost every week. In our emails we link Franchisees to our website which receives as many as 6,000 Franchisee visits a month!
- The DFA is the only website owned by the Domino's Pizza Franchise body and 100% of the proceeds from our ads and sales go back into our system to help Franchisees!
- You can purchase a monthly web banner spot on the DFA website for as little as \$200 per month or \$150 per month if you are a DFA Vendor Partner. Unlike other websites that require a 6 to 12 month contract, the DFA only requires a one month commitment. You can try it for a month and receive a free report of the views and clicks on your ad. If you are not happy with the results, you can cancel your web advertising anytime after the first month with no penalties.
- DFA Web Advertising includes a direct line of access for franchisees to vendor websites with FREE web links.
- DFA Vendors receive FREE monthly tracking reports of banner clicks.
- You can submit new or updated ads as many times as you want without any charge.
- The DFA offers assistance in designing your banner at no cost.

2012 DFA Fall REGIONAL MEETINGS

The DFA is planning to co-host two Regional Meetings with Domino's Corporate in the fall of 2012. Many of the largest Franchisees along with smaller Franchisees in the system both DFA members and non-members will attend our meetings. There will be a vendor show and a variety of vendor sponsorships available at each meeting. These meetings bring a major opportunity for your company to market and to meet our Franchisees. Vendor sponsorships are also a great way to show your support of the Franchise community. The Franchise market is BIG and sponsorships generate a lot of interest and give you better return. Our vendor sponsors enable us to improve our meetings and make them worthwhile for the Franchisees and you.

Specific details on 2012 Meeting locations and vendor sponsorships will be announced in early 2012. Please refer to the list below for your budget planning for 2012.

Please Note: Below are suggested rates given in advanced for your budgeting needs. These rates may have adjustments closer to the meeting announcements depending on meeting locations and expected attendees.

2012 Fall Regional Meeting Vendor Booth Rates and Sponsorships Tentative Rates

Booth Rates:

	<u>Rate</u>	<u>Partner Rate</u>
One Meeting	\$1,800	\$1,600
Two Meetings	\$3,400	\$3,000

Sponsorships:

Vendor Spotlights

2-4 will be available per Location

<u>Rate per spotlight</u>	<u>Partner Rate</u>
\$4,000	\$3,500

Lunch Sponsor

1 available per location

<u>Rate</u>	<u>Partner Rate</u>
\$6,000	\$5,000

Other possible sponsorships:

	<u>Rate</u>	<u>Partner Rate</u>
Registration	\$2,500	\$2,000
Cocktail	\$2,500	\$2,000
Lanyards	\$2,000	\$1,500
Audio Visual	\$1,500	\$1,000
Snack	\$1,500	\$1,000



2012 DFA Member Rewards Participation Form

*Reservations Due by 1/6/2012

Vendor Partners Name: _____

Contact Name: _____

Phone: _____ Email: _____

- A total of 500 flyer/coupon must be printed and mailed to the DFA office by **Friday, January 20, 2012**. Flyer/coupons **MUST** have a discount or savings for DFA members for the 2012 year. Flyer/coupons must not exceed 8 ½ X 5 ½ in size and paper weight can not exceed 80 lb. All flyer/coupons must be emailed to Jamie at jamie@dominosdfa.com for approval before print. Please note: any package received by the DFA office after 1/20/12 or any flyer/coupon that exceeds the restricted size/weight may not be included in the mailing.
- If you have a sample product to include, please contact Jamie Reams with a description before you mail the samples to receive prior approval. Any samples received without approval may not be included in the mailing. Approved product samples must be received no later than **January 20, 2012**.
- Flyers will be distributed by the DFA to all 2012 dues paying members in February 2012 and throughout the 2012 year for newly joining DFA Members.
- If you plan to participate in the 2012 Member Rewards, complete this form and email or fax to Jamie@dominosdfa.com no later than **January 6, 2012**.

Completion of this form confirms your participation in the 2012 DFA Member Rewards Package and acceptance of the terms above.

Contact: Jamie Reams
Email: Jamie@dominosdfa.com
Phone: 210.845.1072 x3
Fax: 866.812.7727

Mailing Address:
DFA
Attn: Stephany
P.O. Box 536
Schertz, Texas 78154

Shipping Address:
DFA
Attn: Stephany
17305 IH-35N, Suite 135
Schertz, TX 78154

2012 DFA VENDOR Partner Program

2012 DFA Vendor Partner Program

The DFA Vendor Partner Program is designed to bring value to Franchisees and valuable benefits to participating vendors. To participate, Vendors pay a membership fee and can earn status to different membership levels. Once the Vendor reaches a new membership level, they will be able to maintain the new membership level for **12 months**. Each Vendor will have the opportunity to renew their commitment annually. Each agreement must be signed by the DFA CEO and the Vendor Representative.

Revenue sharing in each membership package is optional and will be worked out individually with each Vendor. The revenue sharing option provides mutual benefits in helping one another grow and succeed. This will ensure that both the DFA and the Vendor receive adequate value from the program. Revenue sharing should never be done at the expense of price, service or quality to our Franchisees.

Vendors not interested in participating in the DFA Vendor Partner Program will still have limited access to advertising and meeting opportunities, but at higher rates.

Vendor Requirements

There are several requirements the DFA looks for before signing on a Vendor:

1. The Vendor must be able to provide value to DFA members, whether through cost savings, benefits or services.
2. The Vendor must be able to position itself ahead of its competitors, whether through pricing, quality, service, benefits and/or technology.
3. The Vendor must be able to meet any applicable Domino's Pizza standards.
4. The Vendor may be researched through referrals by the DFA, and must be able to provide references upon request.
5. The Vendor must pay a basic annual membership fee of \$1,750 to gain access to the program. Additional revenue sharing and/or fees are required to earn higher Vendor Status levels.

All revenue to the DFA derived from each Vendor will count toward Silver, Gold, and Platinum Status level.

This typically includes annual membership fee, advertising fees in The VOICE magazine and DFA website, Booth fees, sponsorship fees, etc.

2012 DFA VENDOR Partner Program

PLATINUM PARTNER

Annual revenue sharing must be equal to or greater than \$25,000.

Includes:

- Basic annual membership fee of \$1,750 is waived
- Access to discounted Partner rates for advertising and meeting booth space
 - Partner rates for a full-page ad is \$1,395, and the rate for a half-page ad is \$995, Standard rates are \$1,795 for a full-page ad and \$1,295 for a half-page ad. There are also additional Annual Rate savings.
 - Partners will receive a \$50 discount per month and 3 months of free Web Advertising (\$1800 value)
 - Partner rates for a DFA National Meeting booths are \$1,795, with the standard rate being \$2,195. Regional Meeting rates are (Partners \$1,600) and (Standard \$1,800) per meeting.
- Invited to participate in the Member Rewards Package for DFA members. Partners can provide flyers to the DFA offering discounts for members that, in turn, are mailed to each DFA member by the DFA
- Provided with mailing list and store count for DFA members upon request
- Introduced as a Platinum Level Vendor in our meetings and publications
- Email blast will be sent to all Domino's Franchisees for any first time vendor partner announcing company's Platinum Partnership with the DFA and will include link to company's website.
- Listed on DFA website under Partners Directory as Platinum Level Vendor with link to Vendor website
- Listed in The VOICE magazine on the Vendor Directory as a Platinum Level Vendor
- DFA sends out quarterly email to franchisees containing current company promotion. Vendor must provide DFA with email/promotion content and request the email blast. Restricted to only 1 email blast per quarter.
- Primary access to premium placement of booth at DFA National Meeting
- Logo with hyperlink to Partner's web site placed on front page of DFA web site
- Write one informational article on topic of interest for "The Voice" each year relating to the Partner's industry
- Listed as a sponsor at DFA National Meeting
- Will have first access (one week ahead of other Partners and vendors) to learning about advertising, meetings and additional vendor opportunities

GOLD PARTNER

Annual revenue must be equal to or greater than \$12,000, and less than \$25,000.

Includes:

- Access to discounted Partner rates for advertising and meeting booth space
 - Partner rates for a full-page ad is \$1,395, and the rate for a half-page ad is \$995, Standard rates are \$1,795 for a full-page ad and \$1,295 for a half-page ad. There are also additional Annual Rate savings.
 - Partners will receive a \$50 discount per month and 1 month of free Web Advertising (\$1000 value)
 - Partner rates for a DFA National Meeting booths are \$1,795, with the standard rate being \$2,195. Regional Meeting rates are (Partners \$1,600) and (Standard \$1,800) per meeting.
- Invited to participate in the Member Rewards Package for DFA members. Partners can provide flyers to the DFA offering discounts for members that, in turn, are mailed to each DFA member by the DFA
- Provided with mailing list and store count for DFA members upon request
- Email blast will be sent to all Domino's Franchisees for any first time vendor partner announcing company's Gold Partnership with the DFA and will include link to company's website.
- Introduced as a Gold Level Vendor in our meetings and publications
- Listed on DFA website under Partners Directory as Gold Level Vendor with link to Vendor website
- Listed in The VOICE magazine in the Vendor directory as a Gold Level Vendor
- DFA sends out quarterly email to franchisees containing current company promotion. Vendor must provide DFA with email/promotion content and request the email blast. Restricted to only 1 email blast per quarter.
- Secondary access to premium placement of booth at DFA National Meeting, following Platinum Vendors

2012 DFA VENDOR Partner Program

SILVER PARTNER

Annual revenue must be equal to or greater than \$6,500, and less than \$12,000.

Includes:

- Access to discounted Partner rates for advertising and meeting booth space
 - Partner rates for a full-page ad is \$1,395, and the rate for a half-page ad is \$995, Standard rates are \$1,795 for a full-page ad and \$1,295 for a half-page ad. There are also additional Annual Rate savings.
 - Partners will receive a \$50 discount per month off Web Advertising (\$600 value)
 - Partner rates for a DFA National Meeting booths are \$1,795, with the standard rate being \$2,195. Regional Meeting rates are (Partners \$1,600) and (Standard \$1,800) per meeting.
- Invited to participate in the Member Rewards Package for DFA members. Partners can provide flyers to the DFA offering discounts for members that, in turn, are mailed to each DFA member by the DFA
- Email blast will be sent to all Domino's Franchisees for any first time vendor partners announcing company's Silver Partnership with the DFA and will include link to company's website.
- Provided with mailing list and store count for DFA members upon request
- Listed on DFA website under Partners Directory as Silver Level Vendor with link to Vendor website.
- Listed in The VOICE magazine in the Vendor Directory as a Silver Level Vendor

BASIC PARTNER

\$1,750 annual fee with option for revenue sharing to reach Silver, Gold or Platinum status.

Includes:

- Access to discounted Partner rates for advertising and meeting booth space
 - Partner rates for a full-page ad is \$1,395, and the rate for a half-page ad is \$995, Standard rates are \$1,795 for a full-page ad and \$1,295 for a half-page ad
 - Partners will receive a \$50 discount per month off Web Advertising (\$600 value)
 - Partner rates for a DFA National Meeting booths are \$1,795, with the standard rate being \$2,195. Regional Meeting rates are (Partners \$1,600) and (Standard \$1,800) per meeting.
- Invited to participate in the Member Rewards Package for DFA members. Partners can provide flyers to the DFA offering discounts for members that, in turn, are mailed to each DFA member by the DFA.
- Listed on DFA website under Partners Directory as Basic Level Vendor with link to Vendor website.
- Listed in The VOICE magazine in the Vendor Directory as a Basic Level Vendor

2012 DFA VENDOR Partner Program

2011 Partner Program Comparison Chart

BENEFIT	PLATINUM \$25,000+	GOLD \$12,000-\$24,999	SILVER \$6,500-\$11,999	BASIC \$1,750
Discounted advertising/meeting rates	X	X	X	X
Invited to participate in Member Rewards Mailing	X	X	X	X
Access to DFA website Advertising	X	X	X	X
Listed on DFA website in partners directory	X	X	X	X
Listed in The Voice Magazine Partners Directory	X	X	X	X
DFA meeting sponsorship dollars can be applied to achieve Partner level	X	X	X	X
Receives DFA member mailing addresses with store counts	X	X	X	
Listed as a Vendor Supporter at DFA Meetings	X	X	X	
Banner with company logo placed in DFA Meetings	X	X	X	
Free ad placement on DFA web site	X 3 Months	X 1 Month		
Premium placement of booth at DFA Meetings	X Primary Access	X Secondary Access		
Quarterly email to franchisees containing current company promotion for DFA Members (upon request)	X	X		
Logo with hyperlink placed on front page of DFA web site	X			
Writes one information article per year for The Voice Magazine	X			
First access (a week ahead of time) to hearing about and bidding on vendor opportunities	X			
Basic Annual Membership of \$1750 is waived	X			
Introduced as a Platinum Level Vendor in meetings and publications	X			

2012 DFA VENDOR Partner Program

Vendor Partner Membership Application

Thank you for your interest in a DFA Vendor Partner Program! Fill out this 2-page form to assist the DFA in determining your company's eligibility for this program. We will contact you within two weeks from the time you return this form provided your company meets necessary requirements for a partnership.

Partnership Level: Platinum Gold Silver Basic

Are you a Domino's Corporate approved vendor? Yes No

Company Name: _____

Product or Service: _____

Name of Company CEO: _____

Name of Company Representative for Domino's®: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Years in Business: _____ Number of Employees in your Company: _____

Primary Method of Communication with Current Clients:

Phone Email Standard Mail Fax Website Other

Phone: _____ Fax: _____

Website: _____ Email(s): _____

Benefits to Domino's Franchisees: _____

What features position your company ahead of your competitors?

Does your company service a National or Regional market?

If regional, what states do you cover?

2012 DFA VENDOR Partner Program

Do you currently do business with any Domino's franchisees? Yes No

Do you have clients that are Domino's competitors? (i.e., Pizza Hut, Papa John's, Little Caesar's, etc.) Yes No
If yes, please list competitors:

Can you offer exclusive discounts to DFA members? Yes No

If so, what can you offer?

Client References – 5 Total *(Please List Names with Emails and/or Phone Numbers)*

References #1, 2 & 3 are **required to be from Domino's Pizza Corporate and/or Domino's Pizza Franchisees* If you have not yet worked with Domino's Pizza, please list other business client references.*

1. _____

2. _____

3. _____

4. _____

5. _____