

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	\$350	\$4,400	\$3,850
Basic	400 X 250	\$300	\$250	\$3,300	\$2,750
Footer	450 X 70	\$200	\$150	\$2,200	\$1,650

** 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.

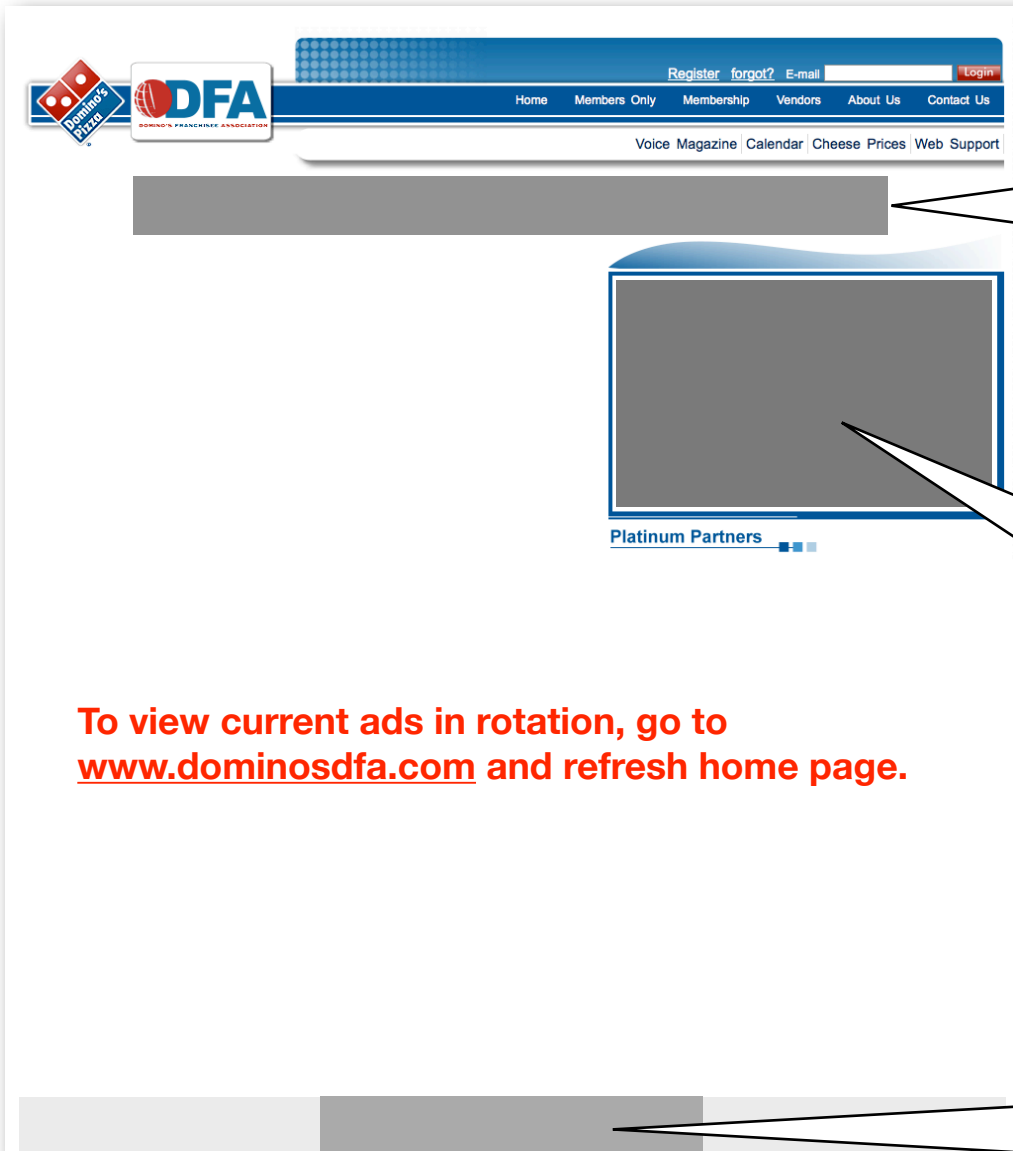
I would like to run my web ad during the following months in 2012:

- | | | | |
|-----------------------------------|---------------------------------|------------------------------------|--|
| <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.