

# 2010 DFA MEDIA KIT



## **2010 MEDIA KIT INCLUDES:**

The Voice Magazine pg. 2-4

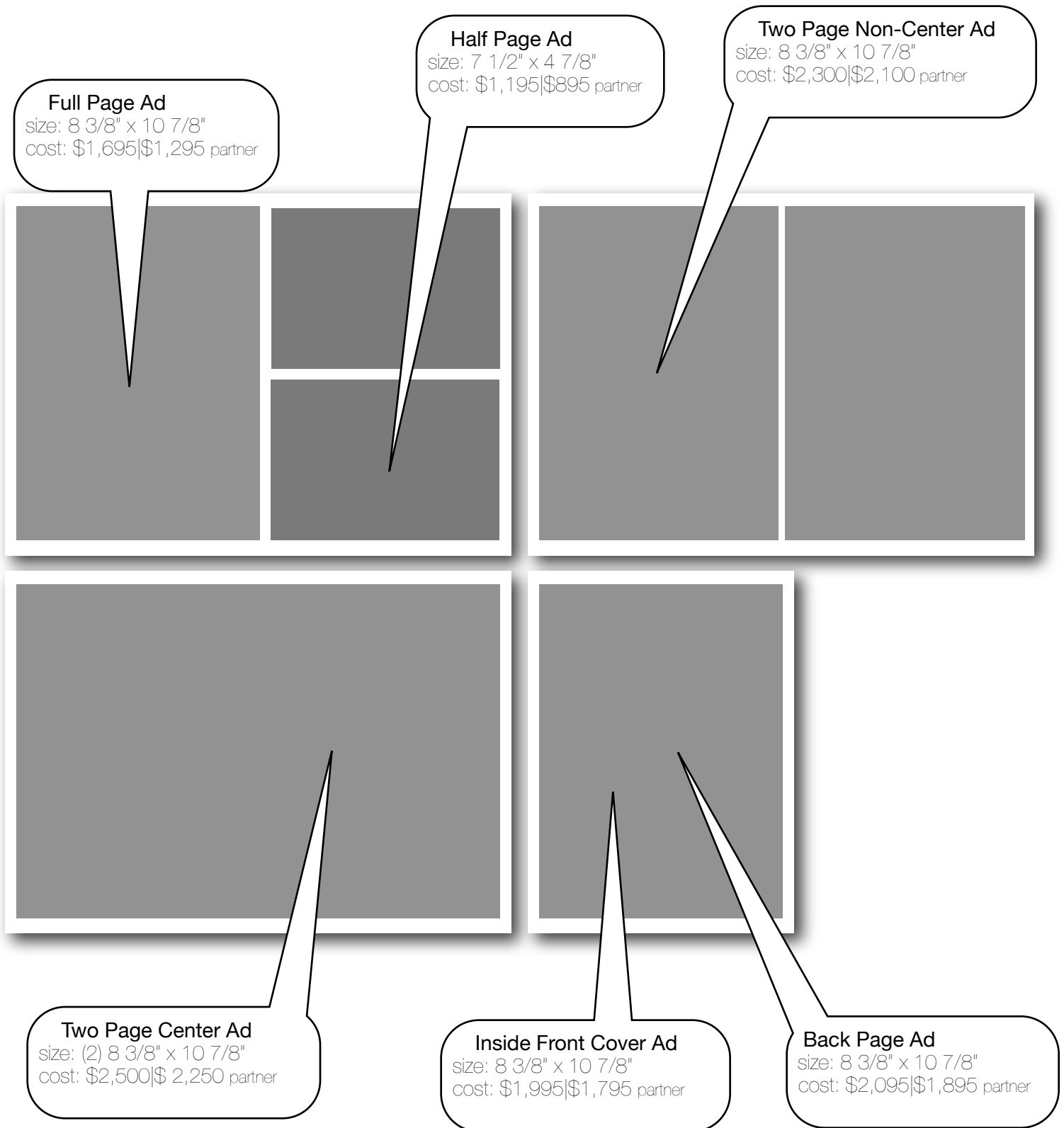
The NEW DFA Web Advertising pg. 5-6

DFA Fall Regional Meetings pg. 7

Vendor Relationship Program pg. 8-13

(Please refer to the Vendor Page at: [www.dominosdfa.com](http://www.dominosdfa.com)  
for updated vendor information and forms)

# 2010 The Voice Magazine Advertising Layout Position, Size and Pricing



# The Voice 2010 Advertising Confirmation Sheet

## The VOICE 2010 Advertising Confirmation Sheet

Check the appropriate box below. Email to [Jamie@dominosdfa.com](mailto:Jamie@dominosdfa.com) or fax to: (866) 812.7727

Ad Size	Rate	Partner Rate	Option <input checked="" type="checkbox"/>
1/2 Page	\$1,195	\$895	<input type="checkbox"/>
Full Page	\$1,695	\$1,295	<input type="checkbox"/>
Inside Front Cover	\$1,995	\$1,795	<input type="checkbox"/>
Back Page	\$2,095	\$1,895	<input type="checkbox"/>
Two Page Non-Center	\$2,300	\$2,100	<input type="checkbox"/>
Two Page Center	\$2,500	\$2,250	<input type="checkbox"/>

- I am a DFA (Platinum, Gold, Silver, or Basic) Partner
- New Ad - I will submit a new ad for the upcoming issue
- Same Ad - Use my previous ad for the upcoming issue

Accept this form as confirmation for placing an ad in the following 2010 Voice Magazines:

- March    June    September    December

**Company Name:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Billing email:** \_\_\_\_\_

*(Completing this form approves the price and terms of the commitment with The DFA Voice Magazine. Please refer to the 2<sup>nd</sup> page for ad specifications)*

# The Voice 2010 Advertising Confirmation Sheet

## The Voice Ad Specifications

### 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 .50 from edges**

**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](mailto: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](mailto:Jamie@dominosdfa.com)**

## 2010 Ad Confirmation and Deadline Dates

### **Volume 14 Issue 1 (March 2010)**

Ad Confirmation- Monday February 1st

Ad Due- Monday February 15th

Voice Mailed- Week of March 8th

### **Volume 14 Issue 3 (September 2010)**

Ad Confirmation- Monday August 2nd

Ads Due- Monday August 16th

Voice Mailed- Week of September 6th

### **Volume 14 Issue 2 (June 2010)**

Ad Confirmation- Monday May 3rd

Ad Due- Monday May 17th

Voice Mailed- Week of June 7th

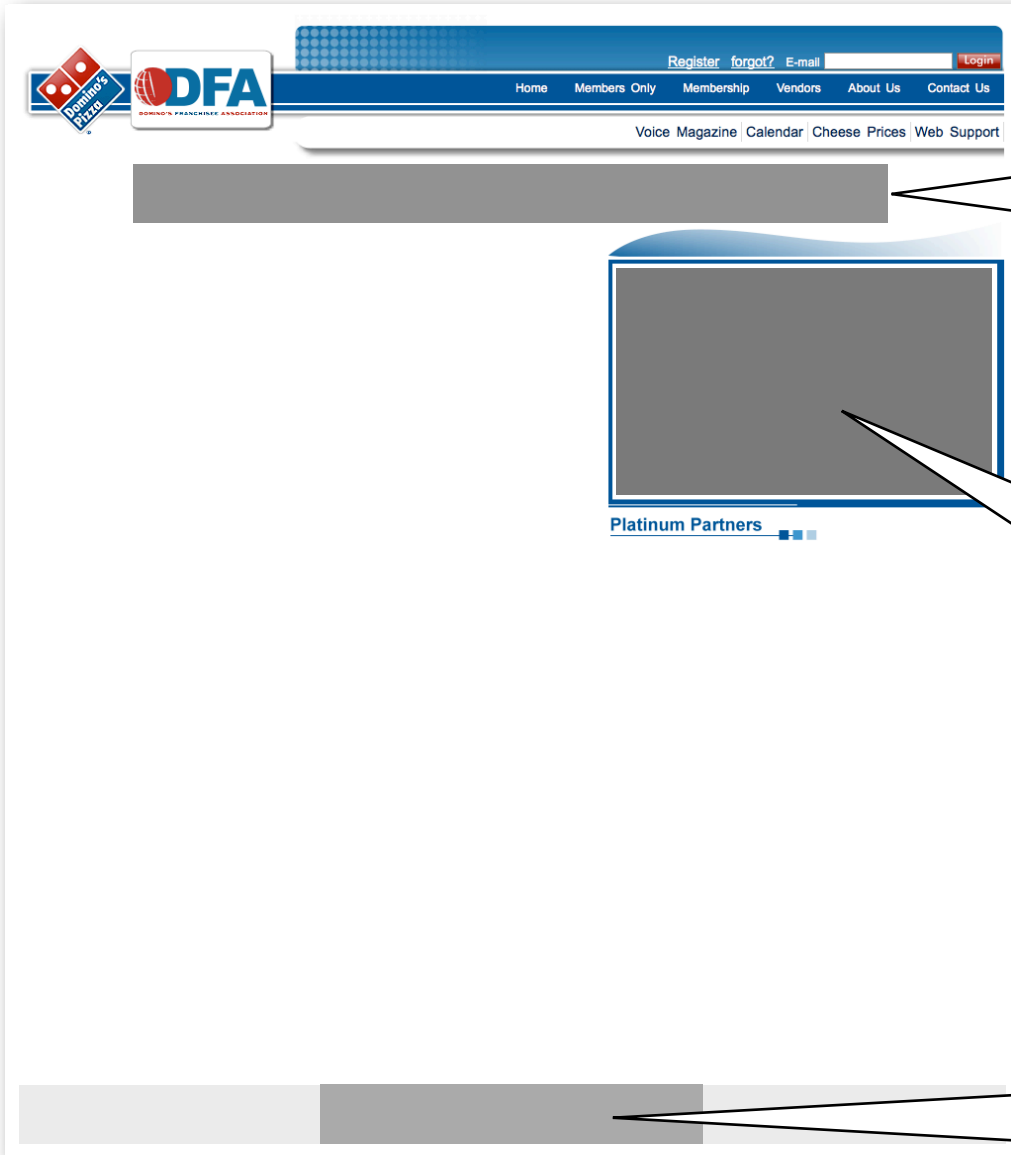
### **Volume 14 Issue 4 (December 2010)**

Ad Confirmation- Monday November 1st

Ads Due- Monday November 15th

Voice Mailed- Week of December 6th

# 2010 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

# 2010 DFA Web Advertising Confirmation Form Size and Pricing Chart

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, Silver, and Basic Partners receive a discounted \*Partner Price*

Company Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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

I would like to receive a quarterly report of the clicks tracked to my banner.

Please email click report to: \_\_\_\_\_

I would like to run my web ad during the following months in 2010:

- |                                   |                                 |                                    |
|-----------------------------------|---------------------------------|------------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> May    | <input type="checkbox"/> September |
| <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  |

*\*Please note: The DFA recommends jpg., png. and gif. files. \*Flash files may be submitted for a footer ad. 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](mailto: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](mailto:jamie@dominosdfa.com)

# 2010 DFA FALL REGIONAL MEETING

## Sponsorship Opportunities

Join us this fall as we hit the road to bring our Franchisees Together! Our one day Regional Meetings will offer sales and profit building techniques, marketing targets and the opportunity to visit with vendors at each meeting! These meetings bring a major opportunity for your company to market and to meet our franchisees. Sponsorships are a great way to show your support of the franchise community. Many of the largest franchisees along with smaller franchisees in the system will attend our Regional DFA Meetings. The franchise market is BIG and sponsorships generate a lot of interest and give you better return. We expect to have many DFA Members as well as some non-DFA Members in attendance. These sponsorships enable us to improve our meetings and make them worthwhile for the franchisees and you.

Specific details on our 2010 Regional Meetings locations and vendor sponsorships will be given soon. Please refer to the list below for your budget planning for 2010. Sponsorship opportunities and booth pricing will be similar to 2009 pricing.

### Sponsorship Opportunities

#### Vendor Show Participation

20 Tables available per location in Northeast, Southeast, Midwest, and West

	<u>Rate</u>	<u>Partner Rate</u>
One Meeting	\$750	\$500
Two Meetings	\$1,400	\$900
Three Meetings	\$2,000	\$1,250
Four Meetings	\$2,500	\$1,500

#### Vendor Spotlights

4 Available Per Location

	<u>Rate</u>	<u>Partner Rate</u>
One Meeting	\$1,750	\$1,500
Two Meetings	\$3,250	\$2,750
Three Meetings	\$4,750	\$4,000
Four Meetings	\$6,000	\$5,000

#### Lunch Sponsor

1 available per location

Rate	Partner Rate
\$5,500	\$5,000

# 2010 DFA VENDOR Relationship Program

## 2010 DFA Vendor Relationship Program

The DFA Vendor Relationship 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 Relationship 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 basic membership fee, advertising fees in The VOICE magazine, Booth fees, sponsorship fees, etc.

# 2010 DFA VENDOR Relationship Program

## **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 \$1,295, and the rate for a half-page ad is \$895, Standard rates are \$1,695 for a full-page ad and \$1,195 for a half-page ad
  - Partners will receive a \$50 discount per month off Web Advertising (\$600 value)
  - Partner rates for a DFA meeting booth are \$1,795, with the standard rate being \$2,195
- 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.

## **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 \$1,295, and the rate for a half-page ad is \$895, Standard rates are \$1,695 for a full-page ad and \$1,195 for a half-page ad
  - Partners will receive a \$50 discount per month off Web Advertising (\$600 value)
  - Partner rates for a DFA meeting booth are \$1,795, with the standard rate being \$2,195
- 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
- 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

## **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 \$1,295, and the rate for a half-page ad is \$895, Standard rates are \$1,695 for a full-page ad and \$1,195 for a half-page ad
  - Partners will receive a \$50 discount per month and 1 month of free Web Advertising (\$1000 value)
  - Partner rates for a DFA meeting booth are \$1,795, with the standard rate being \$2,195
- 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
- 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
- Secondary access to premium placement of booth at DFA Annual Meeting, following Platinum Vendors

# 2010 DFA VENDOR Relationship 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 \$1,295, and the rate for a half-page ad is \$895, Standard rates are \$1,695 for a full-page ad and \$1,195 for a half-page ad
  - Partners will receive a \$50 discount per month and 3 months of free Web Advertising (\$1800 value)
  - Partner rates for a DFA meeting booth are \$1,795, with the standard rate being \$2,195
- 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
- Introduced as a Platinum Level Vendor in our meetings and publications
- 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 with hyper-link to vendor website
- Primary access to premium placement of booth at DFA Annual 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 Annual Meeting
- Will have first access (one week ahead of other Partners and vendors) to learning about advertising, meetings and additional vendor opportunities

# 2010 DFA VENDOR Relationship Program

## PARTNER PROGRAM COMPARISON CHART

<b>BENEFIT</b>	<b>PARTNER BASIC \$1,750</b>	<b>PARTNER SILVER \$6,500-\$11,999</b>	<b>PARTNER GOLD \$12,000-\$24,999</b>	<b>PARTNER PLATINUM 25,000+</b>
Discounted advertising/meeting rates	X	X	X	X
Invited to participate in Member Rewards Package	X	X	X	X
Discounted DFA Website Advertising	X	X	X	X
Listed on DFA website in partners directory with link		X	X	X
Listed in "The Voice" Partners Directory		X	X	X
Listed as a "vendor supporter" at DFA Annual Meeting		X	X	X
Receives DFA member mailing addresses with store counts		X	X	X
DFA meeting sponsorship dollars can be applied to achieve Partner level		X	X	X
Inclusion in quarterly email to franchisees containing current company promotion			X	X
Free ad placement on DFA web site			X (1 month)	X (3 months)
Premium placement of booth at DFA Annual and/or Regional Meetings			X (Secondary access)	X (Primary access)
Banner with company logo placed in DFA Annual Meeting and/or Regional Meetings		X	X	X
Logo with hyperlink placed on front page of DFA web site				X
Writes one information article per year for "The Voice"				X
First access (a week ahead of time) to hearing about and bidding on vendor opportunities				X
Hotel room reserved for Partner by DFA at Annual Meeting & Vendor Show				X
Basic Annual Membership fee of \$1750 is waived				X
Introduced as a Platinum Level Vendor in meetings and publications				X

# 2010 DFA VENDOR Relationship Program

## Vendor Relationship Membership Application

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

**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:** *(Please Mark with an "X")*

**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?** *(Please Circle One)*

**If Regional, what states do you cover?**

# 2010 DFA VENDOR Relationship Program

Do you currently do business with any Domino’s franchisees? (Please Circle or Highlight) **Yes No**

Do you have clients that are Domino’s competitors? (i.e., Pizza Hut, Papa John’s, Little Caesar’s, etc.) (Please Circle or Highlight) **Yes No**

If Yes, Please List Competitors:

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Can you offer exclusive discounts to DFA members? (Please Circle or Highlight) **Yes No**

If so, what can you offer?

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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\*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_