

2014 IOLCF Advertiser Relationship Program



INDEPENDENT ORGANIZATION OF LITTLE CAESAR FRANCHISEES

IOLCF Media Package

Vendor Partnership Programs

Silver Partner = (\$1,000 annual expenditure with IOLCF)

Toga Times magazine advertising – (current circ. approx. 750; mailed to all LC franchise owners office address): Full page: \$750 1/2 page: \$500 1/4 page: \$250

Web Site advertising –

Custom ad / Logo w/link to your website 400 x 125 pixels Cost: \$300 / year

Vendor Hospitality Event at annual membership meeting: \$500

Ad space w/link (1/4 column) on e-Newsletter (up to 6x) \$300 / year

Gold Partner (\$5,000 annual expenditure with IOLCF) Includes:

- Full page ad in Toga Times (mailed quarterly); current circulation approx. 750
- Ad space on all email updates sent to members (up to 6x)
- Custom ad / logo link on www.iolcf.com homepage
- Vendor Hospitality Event
- Provided mailing list
- Access to IOLCF webinars (max. 2x)
- E-mail blast to franchise system (max. 2x)

Platinum Partner (\$7,500 annual expenditure with IOLCF)

Includes all Gold Partner benefits plus:

- Premium placement in Toga Times
- Access to Board of Directors meetings
- Access to General Membership meeting – podium time; power point presentation.

TOGA TIMES ADVERTISEMENT SIZE (No Bleeds) Please indicate your choice:

Quarterly Publication with distribution to all Little Caesars Franchisees

√	Layout	W		H	Partner Price*
	Full Page	8"	x	10 1/2"	\$750
	1/2 Page Horizontal	8"	x	5"	\$500
	1/2 Page Vertical	3 3/4"	x	10 1/2"	\$500
	1/4 Page	2 1/4"	x	3 3/4"	\$250

* Does not include additional services such as digital file manipulation, conversions, typesetting, etc. or taxes if applicable.

FORMAT Files should be sent in native file format with all fonts and artwork included. Colors should be specified as CMYK

PUBLICATION DATES Please indicate the issue(s) in which you wish to appear:

√					Publication Dates:
	Volume	12	Issue	2	January, 2014
	Volume	12	Issue	3	May, 2014
	Volume	12	Issue	4	August, 2014
	Volume	13	Issue	1	November, 2014

I wish to participate in the IOLCF Vendor Relationship Program as: (check one)

- Silver Partner** [\$1,000 minimum spend]
- Gold Level Partner** [\$5,000 minimum yearly expenditure]
- Platinum Level Partner** [\$7,500 minimum yearly expenditure]

Advertiser Signature: _____ Date: _____

Print Name: _____

Company Name: _____