



# 2016 Media Kit

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# Vendor Partner Program

The DFA Vendor Partner Program is designed to bring VALUE AND BENEFIT to both our Franchisee Members and participating Vendors. Vendors pay an annual membership fee and in combination with additional revenue sharing and/or participation fees/costs, they have the opportunity to move to a higher partnership level. Fees/Costs typically include a basic membership fee, advertising fees for The VOICE magazine, website banner advertising, Vendor booth costs as well as meeting sponsorships, etc.

## Revenue Sharing

Revenue sharing is an option providing mutual benefits to help the Vendor and DFA succeed together. This is an optional program and will be discussed on an individual basis. The program ensures both parties receive adequate value. Revenue sharing should never be done at the expense of price, service or quality to our Franchisee Members.

This revenue to the DFA will count toward a Silver, Gold or Platinum Partnership level. Once the Vendor reaches a partnership level, they will remain at the same level for 12 consecutive months and have the opportunity to renew annually. Advertising and meeting opportunities, at higher rates, are available to Vendors who do not wish to participate in Vendor Partnership Program.

## Signing Up

The DFA researches each Vendor to ensure there is a good fit for our Franchisee Membership. References and a completed application are required. Once all documents have been completed and received, the DFA will review all materials. A contract is not considered in place until a signature is obtained from the CEO of the DFA and the Vendor representative, and the annual membership fee has been received.

## Vendor Requirements

The following requirements must be met before a contract can be finalized. The Vendor must:

- Demonstrate a value to the DFA membership, whether through cost savings, benefits or services.
- Position itself as leader in its industry, whether through pricing, quality, service, benefits and/or technology.
- Be an approved Domino's Pizza LLC vendor and meet any applicable Domino's Pizza LLC standards.
- Provide references and pay an annual membership fee of \$1,750 (fee waived with Platinum level).
- Have annual revenue with the DFA (amount based on program selected).

***Vendor applications can be completed ONLINE  
or printed out from page 9 & 10 of this packet.***

# Partner Program Benefits

	Platinum	Gold	Silver	Basic
Revenue sharing and/or advertising spend level	\$ 25,000+	\$ 12,000 - 24,999	\$ 6,500 - 11,999	\$ 0
Annual membership fee	\$ 0	\$ 1,750	\$ 1,750	\$ 1,750
Discounted print rates for The VOICE magazine	x	x	x	x
Discounted banner ad rates on the DFA website	x	x	x	x
60-word listing on DFA website	x	x	x	x
Participation in Member Rewards Program	x	x	x	x
Company name & contact info in The VOICE magazine's Vendor Partner directory	x	x	x	x
Meeting sponsorship values applied to Vendor spend level	x	x	x	x
Discounted rates for DFA vendor shows	x	x	x	x
Receipt of Member mailing addresses with store counts quarterly (upon request)	x	x	x	
Recognized as a Vendor Partner at DFA meetings	x	x	x	
Complimentary banner ad on DFA website (per 12 month period)	3 months	1 month		
Placement of booth at DFA vendor shows	1 <sup>st</sup> choice	2 <sup>nd</sup> choice		
Email to all Franchisees with special offer for DFA Members (per quarter and upon request)	x	x		
Hyperlinked company logo on bottom of all DFA website pages	x			
Informational article for The VOICE magazine (in rotation with other Platinum Partners)	x			
Advance notice of sponsorship opportunities for Vendors	x			

# Print Advertising

## What is The Voice Magazine?

The Voice Magazine of Domino's Pizza Franchisees is a full-color, quarterly magazine distributed to all Domino's Pizza Franchisees in the continental US, as well as Domino's Pizza corporate executives and DFA Vendor Partners and Associates.

Topics we feature in the magazine include Franchisee interviews, profitability best practices, CEO Update, meeting and event recaps, upcoming event announcements, DFA Board and Staff information, training advice, marketing tips, survey results and more!

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

- Guide for Franchisees when searching for a company, product or service
- Introduction of your company to the Domino's community
- Showing support of Franchisees by supporting *their* Association
- Increased demand by Franchisees because of additional content and advertising
- View of current trends in the Domino's community and who the Franchisees are and what they want
- Distributed to all Franchisees in the continental U.S.



Editorial Calendar	Reservation	Materials	Publication
2016 – 1 <sup>st</sup> Quarter	Jan 29	Feb 12	March
2016 – 2 <sup>nd</sup> Quarter	April 22	May 6	June
2016 – 3 <sup>rd</sup> Quarter	July 29	Aug 12	September
2016 – 4 <sup>th</sup> Quarter	Oct 21	Nov 4	December

# The Voice Magazine

## Print Rates & Specifications

Full Color Only	Ad Size	Vendor Partners		Retail	
		1x	4x	1x	4x
	Back Page	<del>\$ 2,515</del>	<del>\$ 9,056</del>	<del>\$ 2,795</del>	<del>\$ 10,062</del>
	Inside Front Cover	<del>\$ 2,335</del>	<del>\$ 9,056</del>	<del>\$ 2,595</del>	<del>\$ 9,342</del>
	Inside Back Cover	<del>\$ 2,335</del>	<del>\$ 9,056</del>	<del>\$ 2,595</del>	<del>\$ 9,342</del>
	Opposite Cover Page	\$ 1,975	\$ 7,112	\$ 2,195	\$ 7,902
	Opposite Back Cover Page	\$ 1,975	\$ 7,112	\$ 2,195	\$ 7,902
	2-pg Center	\$ 2,515	\$ 9,055	\$ 2,795	\$ 10,062
	2-pg Non-Center	\$ 2,335	\$ 8,408	\$ 2,595	\$ 9,342
	Full Page	\$ 1,885	\$ 6,786	\$ 2,095	\$ 7,542
½ Page	\$ 1,525	\$ 5,492	\$ 1,695	\$ 6,102	
¼ Page	\$ 1,075	\$ 3,872	\$ 1,195	\$ 4,302	

4-issue pricing represents a savings of 10%

Vendor Partner pricing represents a savings of 10%

**ARTWORK REQUIREMENTS:** Full bleed only accepted on full page ads. Include an 1/8" extended image area. Text must be at least 1" from edges with full bleeds. All ads are produced in 4-color process printing. Images should have a minimum resolution of 300 dpi at the printed size for offset printing with CMYK colors using Web Coated SWOP Ver 2 Profile.

The DFA has final approval on all advertising submissions and may ask for content edits if necessary.

### AD SIZES:

Full (1) page: 8.375" x 10.875" plus 1/8 bleed (text must be 1" from edge with full bleed)

Half (½) page: 7.5" x 5.0" without bleed

Quarter (¼) page (vertical): 4.25" x 5" without bleed

**SUBMITTING ARTWORK:** All files should be submitted as a high-resolution PDF file to amy@dominosdfa.com. You may also mail a disk/flash drive or upload to a FTP site or the DFA Dropbox. Please inquire for more info.

**FRANCHISEE TESTIMONIALS/QUOTE/IMAGE:** If your ad contains a testimonial, quote or image of a Franchisee(s), written permission from the Franchisee(s) must be provided with the submitted ad.

# The VOICE

## 2016 Insertion Order

Date	
Company Name	
Contact Name	
Phone	
Contact Email	
Billing Email	

Issues		Ad Size				
1 <sup>ST</sup> Quarter <input type="checkbox"/>	3 <sup>rd</sup> Quarter <input type="checkbox"/>	2 Pg Ctr <input type="checkbox"/>	Opp Back Pg <input type="checkbox"/>	Full Page <input type="checkbox"/>	1/2 Page <input type="checkbox"/>	¼ Page <input type="checkbox"/>
2 <sup>nd</sup> Quarter <input type="checkbox"/>	4 <sup>th</sup> Quarter <input type="checkbox"/>	2 Pg Non-Center <input type="checkbox"/>	Opp Front Cover <input type="checkbox"/>	<del>Inside Ft Cover</del> <input type="checkbox"/>	<del>Inside Bk Cover</del> <input type="checkbox"/>	<del>Back Cover</del> <input type="checkbox"/>
Partnership Level	Platinum <input type="checkbox"/>	Gold <input type="checkbox"/>	Silver <input type="checkbox"/>	Basic <input type="checkbox"/>	n/a <input type="checkbox"/>	
New Ad	Q1 <input type="checkbox"/>	Q2 <input type="checkbox"/>	Q3 <input type="checkbox"/>	Q4 <input type="checkbox"/>		
Re-Run/Pick Up Ad From	Q1 <input type="checkbox"/>	Q2 <input type="checkbox"/>	Q3 <input type="checkbox"/>	Q4 <input type="checkbox"/>		
Cost Per Issue	\$ _____		<b>Total Cost</b>	\$ _____		

*By submitting this form, you are agreeing to the cost and terms of the ad placement as noted above with The DFA Voice Magazine. The DFA has final approval on all advertising submissions and may ask for content edits if necessary.*

Authorized Signature	
Printed Name & Date	
Accepted at DFA by	

*Please return form to Amy Villastrigo at amy@dominosdfa.com or fax to 210.659.0695.  
An invoice will be sent based on your selections above.  
Thank you for your support of the DFA!*

# Web Advertising @ DominosDFA.com

Ad reservations may be completed online at [www.dominosdfa.com](http://www.dominosdfa.com) or by completing this form.

Date	
Company Name	
Contact Name	
Phone	
Contact Email	
Billing Email	
URL	

Please indicate which months your web banner should be active.

Jan     Feb     Mar     Apr     May     Jun   
 Jul     Aug     Sept     Oct     Nov     Dec

Run my web banner continuously until notified.

Banner Ad Rates & Specs		Vendor Partners		Retail	
Large Center Banner	Size 615 x 275	Monthly \$ 650	Annually \$ 7,020 10% Savings!	Monthly \$ 700	Annually \$ 7,560 10% Savings!
Sidebar Banner	Size 255 x 180	Monthly \$ 450	Annually \$ 4,860 10% Savings!	Monthly \$ 500	Annually \$ 5,400 10% Savings!
Cost	\$ _____		Total Cost	\$ _____	

Ads are placed in rotation with other advertisers and appear on every page of the DFA website in the right column under the main menu. Acceptable image file formats: Flash, GIF, JPG, PNG. We only accept GIF, JPG and PNG file formats for Basic Partners. Acceptable banner codes: HTML, JavaScript, PHP. Flash files must have the ad and click embedded in the design. Ads may be updated during contracted time frame at no additional cost. All files should be submitted as a high-resolution PDF file to [amy@dominosdfa.com](mailto:amy@dominosdfa.com).

By submitting this form, you are agreeing to the cost and terms of the ad placement as noted above with the DFA website. The DFA has final approval on all advertising submissions and may ask for content edits if necessary.

Authorized Signature	
Printed Name & Date	
Accepted at DFA by	

Please return form to Amy Villastrigo at [amy@dominosdfa.com](mailto:amy@dominosdfa.com) or fax to 210.659.0695.

An invoice will be submitted based on your selection above.

Thank you for your support of the DFA!

# Member Rewards Program

Date	
Company Name	
Contact Name	
Phone	
Contact Email	

Our Member Rewards Program is an added benefit to Vendor Partners at no additional cost. With every new or returning membership, we send a welcome packet containing a flyer/coupon from each of our Vendor Partners offering a discount/savings. This discount/savings should be exclusive to our DFA Members and valid for the calendar year of 2016.

## HOW TO PARTICIPATE:

- Complete this participation form and return to Amy by January 23, 2016.
- Submit an electronic copy of your flyer/coupon to Amy for approval before it is printed.
- Print a maximum of 500 flyers/coupons and mail them to the DFA Office for receipt no later than February 20, 2016.
- Ship to: 1001 Pat Booker Road, Suite 201, Universal City TX 78148

*By submitting this form, you are confirming your participation in the 2016 Member Rewards Program with DFA. The DFA has final approval on all advertising submissions and may ask for content edits if necessary.*

Authorized Signature	
Printed Name & Date	
Accepted at DFA by	

*Please return form to Amy Villastrigo at [amy@dominosdfa.com](mailto:amy@dominosdfa.com) or fax to 210.659.0695.*

*Thank you for your support of the DFA!*



# Vendor Partner Application

Ad reservations may be completed online at [www.dominosdfa.com](http://www.dominosdfa.com) or by completing this form.

Date	
Company Name	
Contact Name	
Title	
Phone	
Contact Email	
Address	
City/State/Zip	
CEO (if different from above)	
Company Web Address	

<b>Partnership Level</b>	Platinum <input type="checkbox"/>	Gold <input type="checkbox"/>	Silver <input type="checkbox"/>	Basic <input type="checkbox"/>	n/a <input type="checkbox"/>
<b>Service Area</b>	National <input type="checkbox"/>	Regional <input type="checkbox"/>	Indicate which region _____		
<b>Approved with Domino's Pizza LLC?</b>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Years in Business? _____		

Describe the product/ services you have to offer and how it would benefit DFA Members	
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What features position your company ahead of your competitors?	
----------------------------------------------------------------	--

Do you currently conduct business with Domino's Franchisees?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	
Do you conduct business with direct competitors (i.e. Pizza Hut, Papa John's, Little Caesar's, etc)?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	

If so, what? \_\_\_\_\_

Can you extend exclusive offers and/or discounts to DFA Members?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	
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If so, what? \_\_\_\_\_

What is your primary communication method with your customers?	Phone <input type="checkbox"/>	Email <input type="checkbox"/>	Standard Mail <input type="checkbox"/>	Fax <input type="checkbox"/>	Website <input type="checkbox"/>	Other _____
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**CLIENT REFERENCES:** Please provide the name, email and/or phone number of five references. Three references should be Domino's Pizza Franchisees or from the Corporate Office. Two references should be able to speak to your product/service.

- 1.
- 2.
- 3.
- 4.
- 5.

Please return form to Amy Villastrigo at amy@dominosdfa.com or fax to 210.659.0695.

Thank you for your support of the DFA!