

Print Advertising

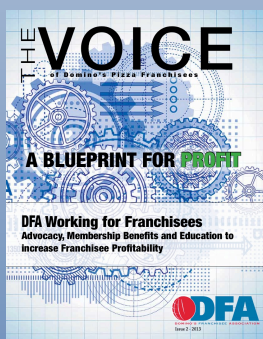
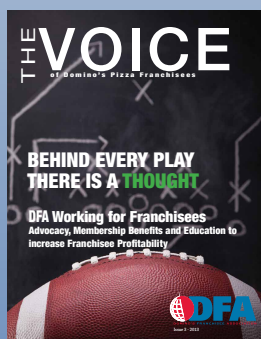
What is The Voice Magazine?

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
2014 - 1 st Quarter	Jan 31	Feb 14	March
2014 - 2 nd Quarter	May 2	May 16	June
2014 - 3 rd Quarter	Aug 1	Aug 15	September
2014 - 4 th Quarter	Oct 31	Nov 14	December

Dates subject to change. Check www.dominosdfa.com for up-to-date info.

The Voice Magazine

Print Rates & Specifications

Full Color Only	Ad Size	Vendor Partners		Retail	
		1x	4x	1x	4x
	Back Page	\$ 1,975	\$ 7,110	\$ 2,195	\$ 7,902
	Inside Front Cover	\$ 1,885	\$ 6,786	\$ 2,095	\$ 7,542
	Inside Back Cover	\$ 1,885	\$ 6,786	\$ 2,095	\$ 7,542
	Opposite Cover Page	\$ 1,750	\$ 6,300	\$ 1,925	\$ 6,930
	2-pg Center	\$ 2,340	\$ 8,424	\$ 2,600	\$ 9,360
	2-pg Non-Center	\$ 2,160	\$ 7,776	\$ 2,400	\$ 8,640
	Full Page	\$ 1,615	\$ 5,814	\$ 1,795	\$ 6,462
	½ Page	\$ 1,165	\$ 4,194	\$ 1,295	\$ 4,662
	¼ Page	\$ 895	\$ 3,222	\$ 995	\$ 3,582

4-issue pricing represents a savings of 10%

Vendor Partner pricing represents a savings of 10%

Rates subject to change. Check www.dominosdfa.com for up-to-date info.

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

2014 Insertion Order

Date	
Company Name	
Contact Name	
Phone	
Contact Email	
Billing Email	

Issues		Ad Size				
1 ST Quarter <input type="checkbox"/>	3 rd Quarter <input type="checkbox"/>	2-pg Center <input type="checkbox"/>	Opp Back Cover <input type="checkbox"/>	Full Page <input type="checkbox"/>	Half Page <input type="checkbox"/>	¼ Page <input type="checkbox"/>
2 nd Quarter <input type="checkbox"/>	4 th Quarter <input type="checkbox"/>	2-pg Non-Center <input type="checkbox"/>	Opp Front Cover <input type="checkbox"/>	Inside Front Cover <input type="checkbox"/>	Inside Back Cover <input type="checkbox"/>	Back Cover <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	1 ST Quarter <input type="checkbox"/>	2 nd Quarter <input type="checkbox"/>	3 rd Quarter <input type="checkbox"/>	4th Quarter <input type="checkbox"/>		
Pick Up Ad From	1 ST Quarter <input type="checkbox"/>	2 nd Quarter <input type="checkbox"/>	3 rd Quarter <input type="checkbox"/>	4th Quarter <input type="checkbox"/>		
Cost Per Issue	\$ _____		Total Cost	\$ _____		

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!