



**VENDOR PARTNERSHIP PROGRAM  
and**

**MEDIA KIT 2021**



## ABOUT THE DFA

The current Domino's Franchisee Association (DFA) began in 2006 and serves the Domino's Pizza Franchisee community in the continental United States. With headquarters in San Antonio, TX, the DFA is the largest independent organization dedicated to representing and protecting the business interest of Domino's Franchisees. We are committed to providing vital support and assistance to our Franchisee Community.

Our website is a key source of information for our Members and Vendor Partners. We have created a safe environment for Franchisees to become better educated on issues impacting the long-term success of their business, to provide a resource where feedback can be effectively and efficiently gathered to direct our efforts, and to serve as a general communication link within the Franchise body.

## THE DFA MISSION

"To provide Domino's Pizza Franchisees a unified organization working to maximize the value of our Member's stores."



If you have any questions, do not hesitate to contact:  
Scott Senne    [scott@dominosdfa.com](mailto:scott@dominosdfa.com)    734-645-1472



## THE DFA VENDOR PARTNERSHIP PROGRAM

The DFA Vendor Partnership Program is designed to bring Value and Benefit to both our Franchisee Members and participating Vendor Partners.

The DFA vets 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 Vendor Partnership Agreement is not considered valid until signatures are obtained from the DFA Representative and the Vendor Representative. Once the Annual Fee has been paid, the Partnership will begin.

There are five levels of Vendor Partnerships (see next page). You will remain at that same level for 12 consecutive months and have the opportunity to renew annually.

### VENDOR PARTNER REQUIREMENTS

The following requirements must be met before an agreement can be finalized. The Vendor must:

- Demonstrate a value to the DFA Membership (through cost savings, benefits, or services)
- Be a leader in its industry (through pricing, quality, service, benefits, or technology)
- Meet any applicable Domino's Pizza, LLC standards
- Provide references and pay the annual Vendor Partner Fee (see pages 4-5.)
- Have annual revenue with the DFA (amount based on program selected)
- Purchase one full-page ad in The VOICE Magazine following Partnership approval (Associate level only)



### REVENUE SHARING

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

## DFA VENDOR PARTNERSHIP PROGRAM LEVELS & BENEFITS

The five Vendor Partner options are listed below along with a la carte options available to any level Partner.



### ASSOCIATE

### ANNUAL FEE

\$2,000

- 60-word listing in the Vendor Partner Directory on the DFA website
- Company listing in The VOICE Magazine's Vendor Partner Directory



### BRONZE

### ANNUAL FEE

\$5,000

- 60-word listing in The Vendor Partner Directory on the DFA website
- Company listing in The VOICE Magazine's Vendor Partner Directory
- One (1) full page ad in The VOICE Magazine in current year
- One (1) one-half page ad in The VOICE Magazine in current year
- Three (3) months of Banner Ads for DFA website



### SILVER

### ANNUAL FEE

\$10,000

- 60-word listing in the Vendor Partner Directory on the DFA website
- Company listing in The VOICE Magazine's Vendor Partner Directory
- Two (2) full page ads in any VOICE Magazine issues in current year
- Six (6) months of Banner Ads for DFA website
- One (1) full page E-mail advertising piece to DFA Members
- One (1) full page Informational article in The VOICE Magazine
- Discounted rates for DFA Vendor shows
- Partnership recognition at DFA meetings



### GOLD

### ANNUAL FEE

\$15,000

- 60-word listing in the Vendor Partner Directory on the DFA website
- Company listing in The VOICE Magazine's Vendor Partner Directory
- Four (4) full page ads in all VOICE Magazine issues in current year
- Nine (9) months of Web Banners on the DFA Website
- One (1) full page E-mail advertising piece to all DFA Members
- One (1) two page informational article for The VOICE magazine
- Thirty-Six (36) News You Can Use weekly e-mail blasts
- Discounted rates for DFA Vendor shows
- Partnership recognition at DFA meetings



## DFA VENDOR PARTNERSHIP PROGRAM LEVELS & BENEFITS



à la carte  
options



PLATINUM

ANNUAL FEE

\$25,000

- 60-word listing in the Vendor Partner Directory on the DFA website
- Company listing in The VOICE Magazine's Vendor Partner Directory
- Four (4) full page ads in all VOICE Magazine issues in current year
- One full year of Banner Ads for DFA Website
- One (1) full page E-mail advertising piece quarterly to DFA Members
- Forty-Eight (48) News You Can Use weekly e-mail blasts
- Vendor Space and Choice of Location at DFA National Meeting Vendor Show
- Partnership recognition at DFA meetings
- Hyperlinked company logo on bottom of DFA website homepage
- Two (2) informational articles for The VOICE Magazine (in rotation with other Platinum Partners)

### À LA CARTE OPTIONS AVAILABLE TO ALL DFA VENDOR PARTNERS

• One (1) Sidebar Web Banner for one month	\$675
• One (1) full page E-mail advertising piece to all DFA Members	\$1,000
• One (1) full page Informational article for TheVoice magazine	\$1,500
• One (1) two-page Informational article for TheVoice magazine	\$3,000
• One (1) quarter-page Advertisement in TheVoice magazine	\$1,245
• One (1) one-half page Advertisement in TheVoice magazine	\$1,720
• One (1) full page Advertisement in The Voice magazine	\$2,150
• News You Can Use e-mail quarterly	\$500

## DFA VENDOR PARTNER APPLICATION

The DFA Vendor Partner Application, as well as other DFA related details, can be found online at [www.dominosdfa.com](http://www.dominosdfa.com).





## PRINT AND DIGITAL ADVERTISING

The VOICE Magazine of Domino's Franchisees is a full color, quarterly magazine distributed to all Domino's Franchisees in the continental US, as well as Domino's Corporate Executives, and all DFA Vendor Partners and Associates.

Featured in the magazine are Franchisee interviews, profitability best practices, CEO Updates, meeting and event recaps, upcoming event announcements, DFA Board and Staff information, training advice, marketing tips, survey results, and much 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 meet Franchisees



#### EDITORIAL CALENDAR

2021 - 1st Quarter  
2021 - 2nd Quarter  
2021 - 3rd Quarter  
2021 - 4th Quarter

#### RESERVATION

Jan 29  
Apr 23  
July 30  
Oct 22

#### MATERIALS

Feb 5  
April 30  
Aug 6  
Oct 29

#### PUBLICATION

March  
June  
September  
December

### AD SIZES:

Full (1) Page -	8.375" x 10.875" plus 1/8" bleed (text must be 1" from edge with full bleed)
Half (1/2) Page -	7.5" x 5.0" without bleed
Quarter (1/4) Page (vertical) -	4.25" x 5" without bleed

### ARTWORK REQUIREMENTS:

Full bleed only accepted on full page ads. Include a 1/8" extended image area. Text must be at least 1" from edge 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.

### ***SUBMITTING ARTWORK:***

All files should be submitted as a high-resolution PDF file to amy@dominosdfa.com Please request VOICE or Web Banner Insert Request Forms from Amy Villastrigo at amy@dominosdfa.com or Scott Senne at scott@dominosdfa.com

### ***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 along with the submitted ad.

<i>PRINT RATES (full color only)</i>	<i>VENDOR PARTNER PRICING 1 ISSUE</i>	<i>NON-VENDOR PARTNER PRICING 1 ISSUE</i>
Inside Front Cover	\$2,645	\$2,945
Opposite Cover Page	\$2,242	\$2,491
Opposite Back Cover Page	\$2,242	\$2,505
2-page Center	\$2,840	\$3,155
2-page Non-Center	\$2,645	\$2,945
Full Page	\$2,150	\$2,385
1/2 Page	\$1,720	\$1,910
1/4 Page	\$1,245	\$1,380

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

### ***E-MAILS***

Due to the sheer number of everyday e-mails that our Members receive, the DFA limits additional e-mails only to those Vendor Partners who have the e-mail included in their Partnership Package, or to anyone that wishes to purchase an e-mail, as noted above.

E-mails should be submitted in editable format to Scott@dominosdfa.com

### ***PARTNERSHIP INCLUDED E-MAIL SCHEDULE***

E-mails included in Vendor Partner Packages will be sent out once per quarter at these times:

JAN, WEEK 1

APRIL, WEEK 1

JULY, WEEK 2

OCTOBER, WEEK 1

*The DFA has final approval of all e-mail submissions and may ask for content edits if necessary.*



## PRINT AD AND ARTICLE SPECIFICATIONS

Articles for The VOICE Magazine are a great way of discussing points of importance that routinely can't be placed in an advertising format. For Articles, the following specifications apply:

- Submit in WORD File Format
- 12 point Font
- 800 words per page without photo, 600 words per page with photo
- Include a high-resolution (300 DPI or larger) headshot of the article's author and title
- All photos/logos must be in high-resolution (300 DPI or larger) and attached to the e-mail as a separate file (please do NOT embed photo within the article)
- Include Article Title



## NEWS YOU CAN USE E-MAIL PROGRAM

The News You Can Use e-mail program is a weekly publication by the DFA that is e-mailed to all DFA Members. It is a compilation of weekly news articles, business practices, upcoming events, and special announcements that includes links to various websites. You can include your advertisement in this publication on a quarterly (12 issue) basis. Publication is every Friday of the workweek.

## WEB BANNER SPECIFICATIONS

Web Banners are placed in rotation with other Advertisers and appear on every page of the DFA website. Acceptable file formats are Flash, GIF, JPG and PNG. Acceptable banner codes are HTML, JavaScript, and PHP. Flash files must have the ad and click embedded in the design. File size (in pixels) is 275 tall x 615 wide. 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.

*The DFA has final approval of all article and banner ad submissions and may ask for content edits if necessary.*



# The VOICE

## 2021 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"/>	Inside Ft Cover <input type="checkbox"/>	<del>Inside Bk Cover</del> <input type="checkbox"/>	<del>Back Cover</del> <input type="checkbox"/>
Partnership Level	Associate <input type="checkbox"/>	Bronze <input type="checkbox"/>	Silver <input type="checkbox"/>	Gold <input type="checkbox"/>	Platinum <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	\$ _____		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.  
Thank you for your support of the DFA!*

# Web BANNER @ 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 <input type="checkbox"/>	Feb <input type="checkbox"/>	Mar <input type="checkbox"/>	Apr <input type="checkbox"/>	May <input type="checkbox"/>	Jun <input type="checkbox"/>
	Jul <input type="checkbox"/>	Aug <input type="checkbox"/>	Sept <input type="checkbox"/>	Oct <input type="checkbox"/>	Nov <input type="checkbox"/>	Dec <input type="checkbox"/>
	Run my web banner continuously until notified. <input type="checkbox"/>					

Banner Ad Rates & Specs		Vendor Partners		Non Vendor Partners	
Banner	Size (Pixels) 275 x 615 high x wide	Monthly \$ 675	Annually \$ 7,290 <small>10% Savings!</small>	Monthly \$ 750	Annually \$ 8,100 <small>10% Savings!</small>
Cost	\$ _____		Total Cost	\$ _____	

Ads are placed in rotation with other advertisers and appear on the DFA website. 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. Please include a link for your landing page. All files should be submitted 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.  
Thank you for your support of the DFA!



# 2021 VOICE Article Insertion Order

Date	
Company Name	
Contact Name	
Phone	
Contact Email	
Billing Email	

Issues		Article Size	
1 <sup>ST</sup> Quarter <input type="checkbox"/>	3 <sup>rd</sup> Quarter <input type="checkbox"/>	1 Page <input type="checkbox"/>	2 pages <input type="checkbox"/>
2 <sup>nd</sup> Quarter <input type="checkbox"/>	4 <sup>th</sup> Quarter <input type="checkbox"/>		

<b>Cost Per Article (1 page)</b>	\$ __1,500__	<b>Total Cost</b>	\$ _____
<b>Cost Per Article (2 pages)</b>	\$ __3,000__	<b>Total Cost</b>	\$ _____

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<b>Authorized Signature</b>	
<b>Printed Name &amp; Date</b>	
<b>Accepted at DFA by</b>	

*Please return form to Amy Villastrigo at amy@dominosdfa.com  
Thank you for your support of the DFA!*

# NEWS YOU CAN USE

## 2021 Insertion Order

Date	
Company Name	
Contact Name	
Phone	
Contact Email	
Billing Email	

### Number of E-mails

One Quarter ☐  
(12 E-mails)

Two Quarters ☐  
(24 E-mails)

Three Quarters ☐  
(36 E-mails)

Four Quarters ☐  
(48 E-mails)

### Cost per Quarter

One - \$500

Two - \$1,000

Three - \$1,500

Four - \$2,000

### Total Cost

\$ \_\_\_\_\_

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Authorized Signature

Printed Name & Date

Accepted at DFA by

Please return form to Amy Villastrigo at [amy@dominosdfa.com](mailto:amy@dominosdfa.com).  
Thank you for your support of the DFA!