



VENDOR PARTNERSHIP PROGRAM and **MEDIA KIT 2023**



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 maximize the value of our members'
business through education, communication and collaboration"



If you have any questions, do not hesitate to contact:
Scott Senne 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.

Purchase one full-page ad in The VOICE Magazine following Partnership approval in any of the upcoming quarterly issues during the Partnership period.

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)
- Purchase one full-page ad in The VOICE Magazine following Partnership approval in any of the upcoming quarterly issues during the Partnership period.



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



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 or Two page spread in The VOICE Magazine (issue chosen by Vendor Partners)
- Partnership recognition at DfA meetings
- Hyperlinked company logo on bottom of DFA website homepage
- Two two-page 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	\$750
• One (1) full page E-mail advertising piece to all DFA Members	\$1,100
• One (1) full page Informational article for TheVoice magazine	\$1,640
• One (1) two-page Informational article for TheVoice magazine	\$3,275
• One (1) quarter-page Advertisement in TheVoice magazine	\$1,365
• One (1) one-half page Advertisement in TheVoice magazine	\$1,882
• One (1) full page Advertisement in The Voice magazine	\$2,350
• News You Can Use e-mail quarterly	\$550

DFA VENDOR PARTNER APPLICATION

The DFA Vendor Partner Application, as well as other DFA related materials, can be found online at www.dominosdfa.com. Scroll down to FOR VENDORS and click on either of the two links shown.



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

2023 - 1st Quarter
2023 - 2nd Quarter
2023 - 3rd Quarter
2023 - 4th Quarter

RESERVATION

Feb 3
April 28
Aug 4
Oct 20

MATERIALS

Feb 10
May 5
Aug 11
Oct 27

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 Villastigo at amy@dominisdfa.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	\$2,890	\$3,220
Opposite Cover Page	\$2,450	\$2,720
Opposite Back Cover Page	\$2,450	\$2,735
2-page Center	\$3,100	\$3,445
2-page Non-Center	\$2,890	\$3,215
Full Page	\$2,350	\$2,622
1/2 Page	\$1,882	\$2,085
1/4 Page	\$1,360	\$1,507

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

Emails

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 in the A La Carte menu (page 5).

E-mails should be submitted in editable format (WORD preferred), along with graphics and Vendor logo to scott@dominosdfa.com. Include a PDF of how you would like your e-mail to look so that our designers can mirror your vision to our e-mail template. Please do NOT embed the logo or the graphics in the WORD document. Allow 2-3 weeks for execution after the e-mail has been received by the DFA.

PARTNERSHIP INCLUDED E-MAIL SCHEDULE

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

JAN, WEEK 1 APRIL, WEEK 1 JULY, WEEK 2 Ocotber, WEEEEK 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. Articles should be informative only – they are not a way of advertising your company. Articles should detail current topics and issues that deal with your industry so that our Members can be made aware of what is occurring or what they need to know for the future. For articles, the following specifications apply:

- Submit in WORD File Format
- 12 Point Font
- 800 words per page with out 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 email as a separate file (please do not embed photo within the article)
- Include article Title



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 the contract time frame at no additional cost. Include a link to a webpage if you want our Members to be sent to a certain location once they click on it. We do not maintain any open or clicking records. All files should be submitted as high-resolution PFD file to Amy@dominosdfa.com.

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 the 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. We will use your Web Banner as our News You Can Use E-mail, if that is part of your Vendor Partner Program. Include a link to a webpage if you want our Members to be sent to a certain location once they click on it. We do not maintain any open or clicking records.

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

The VOICE

2023 Insertion Order

Date	
Company Name	
Contact Name	
Phone	
Contact Email	
Billing Email	

Issues		Ad Size				
1 ST Quarter	3 rd Quarter	2 Pg Ctr	Opp Back Pg	Full Page	1/2 Page	¼ Page
2 nd Quarter	4 th Quarter	2 Pg Non-Center	Opp Front Cover	Inside Ft Cover	Inside Bk Cover	Back Cover
Partnership Level	Associate	Bronze	Silver	Gold	Platinum	
New Ad	Q1	Q2	Q3	Q4		
Re-Run/Pick Up Ad From	Q1	Q2	Q3	Q4		
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 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		Non Vendor Partners	
Banner	Size (Pixels) 275h x 615w	Monthly \$ 750	Annually \$ 9,000 <small>10% Savings!</small>	Monthly \$ 825	Annually \$ 9,900
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.

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 or fax to 210.659.0695.
Thank you for your support of the DFA!

2023 VOICE Article Insertion Order

Date	
Company Name	
Contact Name	
Phone	
Contact Email	
Billing Email	

Issues		Article Size	
1 ST Quarter	3 rd Quarter	1 Page	2 pages
2 nd Quarter	4 th Quarter		

Cost Per Article (1 page)	\$ __1,640__	Total Cost	\$ _____
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Cost Per Article (2 pages)	\$ __3,275__	Total Cost	\$ _____
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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!*

NEWS YOU CAN USE

2023 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 -mails)		
Cost per Quarter	One - \$550	Two - \$1,100	Three - \$1,650	Four - \$2,200
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.
Thank you for your support of the DFA!*

QUARTERLY E-MAIL

2023 Insertion Order

Date	
Company Name	
Contact Name	
Phone	
Contact Email	
Billing Email	

Number of E-mails

Quarter One

Quarter Two

Quarter Three

Quarter Four

Cost per E-mail

One - \$1,100

Two - \$2,200

Three - \$3,300

Four - \$4,400

Total Cost

\$ _____

Partnership Level

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!*