



**DFA**  
**MEDIA KIT 2025**  
VENDOR PARTNERSHIP PROGRAM AND MEDIA KIT



## 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](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.

## 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
- Complete and submit the online application and provide references, fill out, sign, date, and return the Partnership Agreement form when approved, then pay the applicable Vendor Partner Fee (see pages 4-5).



## REVENUE SHARE

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	\$2,500
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- 60-word listing in the Vendor Partner Directory on the DFA website
- Company listing in The VOICE Magazine's Vendor Partner Directory
- Discounted Rates for eligible DFA Vendor Show
- (Not eligible for Webinars)



BRONZE	ANNUAL FEE	\$5,000
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- 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
- Discounted Rates for eligible DFA Vendor Show
- (Not eligible for Webinars)



SILVER	ANNUAL FEE	\$10,000
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- 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 eligible DFA Vendor Show
- (Not eligible for Webinars)



GOLD	ANNUAL FEE	\$15,000
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- 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 eligible DFA Vendor Show
- Eligible for One Webinar during Partnership year. See Page 9.

# DFA VENDOR PARTNERSHIP PROGRAM LEVELS & BENEFITS

Continued.



PLATINUM	ANNUAL FEE	\$25,000
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- 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 (1) full year of Banner Ads for DFA Website
- One (1) full page E-mail advertising piece during partnership year to DFA Members
- One (1) Full Year 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 (2) two-page informational articles for the VOICE Magazine (in rotation with other Platinum Partners)
- Eligible for One Webinar during Partnership year. See page 9.

A La Carte Options



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

• One (1) Sidebar Web Banner for one month	\$930
• One (1) full page E-Mail advertising piece to all DFA Members	\$1240
• One (1) full page informational article for The Voice magazine	\$1800
• One (1) two-page informational article for The Voice magazine	\$3500
• One (1) quarter-page Advertisement in The Voice magazine	\$1550
• One (1) one-half page Advertisement in The Voice magazine	\$2100
• One (1) full page Advertisement in The Voice magazine	\$2575
• News You Can Use e-mail quarterly	\$675

## DFA VENDOR PARTNER APPLICATION

The DFA Vendor Partner Application, as well as other DFA related materials, can be found online at [www.dominosdfa.com](http://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, probability 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 company, products or services
- Introduction of your company to the Domino's community
- Showing support of Franchisees by supporting their Association
- Increased demand by the Franchisees because of additional content and advertising
- View of current trends in the Domino's Community and meet Franchisees



#### EDITORIAL CALENDAR

2025 - 1st Quarter  
2025 - 2nd Quarter  
2025 - 3rd Quarter  
2025 - 4th Quarter

#### RESERVATION

Jan 31  
April 25  
Aug 1  
Oct 17

#### MATERIALS

Feb 6  
May 1  
Aug 7  
Oct 23

#### PUBLICATION

March  
June  
September  
December

#### AD SIZES:

Full (1) Page - 8.375"X10.875" plus 1/8" bleed  
(Text must be 1" from edge with full bleed)

Half (1/2) Page - 7.5"X5.0" without bleed

Quarter (1/4) Page (Vertical) - 4.25"X5" 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 Coat SWOP Ver 2 Profile.

## SUBMITTING ARTWORK:

All files should be submitted as a high-resolution PDF file to amy@dominosdfa.com or scott@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 / QUOTES / 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.

PRINT RATES (Full color only)	VENDOR PRICING 1 ISSUE	NON-VENDOR PARTNER PRICING 1 ISSUE
Inside Front Cover	\$3,170	\$3,500
Opposite Cover Page	\$2,700	\$3,075
Opposite Back Cover Page	\$2,700	\$3,100
2-Page Center	\$3,400	\$3,890
2-Page Non-Center	\$3,170	\$3,650
Full Page	\$2,575	\$2,850
1/2 Page	\$2,100	\$2,275
1/4 Page	\$1,550	\$1,700

***The DFA has final approval of all advertising submissions and may ask for content edits 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 INCLUDE 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. 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 PDF files to amy@dominosdfa.com or scott@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 Monday 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 submissions and may ask for content edits necessary.***



## **WEBINARS**

Webinars are included in the Gold and Platinum Partnership Levels Only. Webinars are scheduled for Wednesdays between 11 and 1pm EDT. The Webinar must be educational in nature and focused on a specific topic that your organization is a subject matter expert in. Plan on your Webinar being between 30 - 60 minutes with time set aside for Q&A.

### **WHAT WE REQUIRE FROM YOU:**

- WHAT WILL YOUR WEBINAR BE ABOUT? Bullet point the details to us for leadership approval.
- WE WILL NEED TO KNOW your presenter(s) names, emails, and titles.
- WE WILL Announce your webinar two weeks in advance in our Monday News You Can Use program as well as a system-wide email blast. There will be a “Register Here” link, so send us your registration URL.
- WE WILL send a Reminder email in our Monday News You Can Use program the week of your Webinar.
- SEND US your recorded Webinar so that we can post it in our Reference Section of our online DFA Members Website.

### **WE WILL NOT:**

- HOST You need to do that
- GATHER INFORMATION We do not check on Clicks or Open Rates or number of registrants or attendees.

# The VOICE

## 2025 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"/>
<b>Partnership Level</b>	Associate <input type="checkbox"/>	Bronze <input type="checkbox"/>	Silver <input type="checkbox"/>	Gold <input type="checkbox"/>	Platinum <input type="checkbox"/>	
<b>New Ad</b>	Q1 <input type="checkbox"/>	Q2 <input type="checkbox"/>	Q3 <input type="checkbox"/>	Q4 <input type="checkbox"/>		
<b>Re-Run/Pick Up Ad From</b>	Q1 <input type="checkbox"/>	Q2 <input type="checkbox"/>	Q3 <input type="checkbox"/>	Q4 <input type="checkbox"/>		
<b>Cost Per Issue</b>	\$ _____		<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.*

<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](mailto:amy@dominosdfa.com) or Scott Senne at [scott@dominosdfa.com](mailto:scott@dominosdfa.com).  
Thank you for your support of the DFA!

# 2025 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>	\$ __1,800__	<b>Total Cost</b>	\$ _____
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<b>Cost Per Article (2 pages)</b>	\$ __3,600__	<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](mailto:amy@dominosdfa.com) or Scott Senne at [scott@dominosdfa.com](mailto:scott@dominosdfa.com).  
Thank you for your support of the DFA!*

# E-MAIL

## 2025 Insertion Order

Date	
Company Name	
Contact Name	
Phone	
Contact Email	
Billing Email	

Number of E-mails	
Quarter One <input type="checkbox"/>	Quarter Two <input type="checkbox"/>
Quarter Three <input type="checkbox"/>	Quarter Four <input type="checkbox"/>

Cost per E-mail	One - \$1,240	Two - \$2,480	Three - \$3,720	Four - \$4,960
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<b>Total Cost</b>	\$ _____
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<b>Partnership Level</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](mailto:amy@dominosdfa.com) or Scott Senne at [scott@dominosdfa.com](mailto:scott@dominosdfa.com).  
Thank you for your support of the DFA!

# 2025 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  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 \$ 930	Annually \$ 11,160 <small>10% Savings!</small>	Monthly \$ 1,030	Annually \$12,360
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) or [scott@dominosdfa.com](mailto:scott@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 Scott Senne at [scott@dominosdfa.com](mailto:scott@dominosdfa.com).  
 Thank you for your support of the DFA!

# NEWS YOU CAN USE

## 2025 Insertion Order

Date	
Company Name	
Contact Name	
Phone	
Contact Email	
Billing Email	

### Number of E-mails

One Quarter <input type="checkbox"/> (12 E-mails)	Two Quarters <input type="checkbox"/> (24 E-mails)
Three Quarters <input type="checkbox"/> (36 E-mails)	Four Quarters <input type="checkbox"/> (48 -mails)

<b>Cost per Quarter</b>	One - \$675	Two - \$1,350	Three - \$2,025	Four - \$2,700
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<b>Total Cost</b>	\$ _____
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*By submitting this form, you are agreeing to the cost and terms of the ad placement as noted above with the DFA weekly News You Can Use program. The DFA has final approval on all advertising submissions and may ask for content edits if necessary.*

<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](mailto:amy@dominosdfa.com) or Scott Senne at [scott@dominosdfa.com](mailto:scott@dominosdfa.com).  
Thank you for your support of the DFA!*