

2018 Advertising Rates

» With more than 300,000 opt-in subscribers and additional reach from social media and trade shows, *Franchise Dictionary* magazine puts your brand right where it belongs—in front of your target audience. Contact our sales team for more information: 888-315-9549, ext. 503, or sales@franchisedictionarymagazine.com.

	ONE ISSUE	THREE ISSUES	SIX ISSUES	TWELVE ISSUES
Inside Front Cover	\$2,300	\$2,150 (per issue)	\$1,950 (per issue)	\$1,750 (per issue)
Outside Back Cover	\$2,200	\$2,150 (per issue)	\$1,950 (per issue)	\$1,750 (per issue)
Inside Back Cover	\$2,000	\$1,900 (per issue)	\$1,800 (per issue)	\$1,650 (per issue)
Spread Ad	\$1,895	\$1,825	\$1,725	\$1,600
Full-page Ad	\$1,300	\$1,100 (per issue)	\$995 (per issue)	\$850 (per issue)
Two-thirds page Ad	\$850	\$750 (per issue)	\$650 (per issue)	\$550 (per issue)
Half-page Ad	\$995	\$895 (per issue)	\$795 (per issue)	\$695 (per issue)
Quarter-page Ad	\$400	\$350 (per issue)	\$325 (per issue)	\$300 (per issue)

» Ad Sizes

<p>Full Page</p> <p>trim size 8.5" x 11"</p> <p>no bleed 7.5" x 10.0"</p> <p>bleed 8.75" x 11.25"</p>	<p>Two-Thirds, Vertical</p> <p>no bleed 5" x 10.0"</p> <p>bleed 5.625" x 11.25"</p>	<p>Half, Horizontal 7.5" x 4.875"</p>	<p>Half, Vertical</p> <p>no bleed 3.65" x 10.0"</p> <p>bleed 4.275" x 11.25"</p>	<p>Quarter Page 3.65" x 4.875"</p>
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