pizza marketplace.com

2016 MEDIA KIT

Be the premier online destination for C-level pizza executives seeking cutting-edge intelligence for their multiunit restaurant concepts.

PizzaMarketplace.com's coverage unearths trends before they manifest and keeps pizza executives informed about all the latest innovations in:

- Food & beverage
- Digital signage
- Equipment & supplies
- Franchising & growth
- Health & nutrition
- Risk management
- Marketing
- Branding & promotion
- Operations management
- Ingredients
- Supply market dynamics
- Staffing & training
- Sustainability
- Food safety and much more

EDITOR

TRAVIS WAGONER

Travis Wagoner is editor of QSRWeb.com and PizzaMarketplace.com. He spent nearly 18 years in education as an alumni relations and communications director, coordinating numerous annual events and writing, editing and producing a quarterly, 72-plus-page magazine. Travis also was a ghostwriter for an insurance firm, writing about the Affordable Care Act.

CONTRIBUTOR NETWORK

- Catering | Erle Dardick, MonkeyMedia
- Pizza Pulse | Ed Zimmerman, The Food Connector
- Menu Labeling | Betsy Craig, Kitchens with Confidence, LLC
- Food & Beverage Innovation | Darrel Suderman, Food Technical Consulting and Food Innovation Institute
- Go Mobile | Noah Glass, OLO
- Social Loyalty Catalyst | Jitendra Gupta, Punchh
- Loss Prevention | D.B. "Libby" Libhart, LossBusters
- Loyalty Marketing for the Masses | Chris Luo, FiveStars
- The Digital Diner: Tactics, Tools & Trends that Restaurant Marketers Can Use | Nate Riggs, The Karcher Group
- Marketing to Gen Y | Jeff Fromm, Barkley
- Building Better Workplaces | Jason Hamilton, Snagajob
- Brand Strategy: Delivering on a Promise | Marla Topliff, Rosati's Pizza
- PCI Compliance & Network Security | Brad Cyprus, Vendorsafe
- Pizza Technology Insights | Duessa Holscher, Granbury Restaurant Solutions
- Marketing | Barry Klein, Marketing Consultant
- Shift vs. Hourly & Meal Credits: The More You Know, the More You Can Add to Your Bottom Line | Rich Casmass, Valiant, Restaurant Division
- Food & Beverage | Suzy Badaracco, Culinary Tides
- Talent, Technology & Trends | Nate DaPore, PeopleMatter
- Industry Trends & Insights | Janet Eden-Harris, Market Force Information
- The Franchise Guru | Harold Kestenbaum, Gordon & Rees, LLP
- Restaurant News | Valerie Killifer, P-O-P Content & Communications
- Building Better Workplaces | Amanda Richardson, Snagajob
- How to Choose the Right Kitchen Equipment Supplier | Rob Connelly, Henny Penny
- The Business of Food Safety | Paul McGinnis, Ecolab, Food Safety Specialties Division
- Next Generation Supply Chain Management | Jon Sooy, Golden Pacific Systems
- Food Culture Trends | Melissa Abbott, Hartman Group
- Selling Digital Menu Boards | Scott Sharon, Vertigo Group USA
- Brand Practice | Lori Walderich, IdeaStudio
- Serving Up Social Media | Lisa DiVirgilio, WyckWyre
- Tech Speak | Shawn Chute, Sutus
- Fast Casual Pizza Insights | Tim McCallum, Raze Media
- Slices of Green from Eco Girl | Jennifer Wright, Ecovention, LLC

2016 EDITORIAL CALENDAR

pizza marketplace.com

Ask us about connecting your brand to any of these topics!

JANUARY
- Predicting the top tech and menu trends for 2016
- WOM marketing: Is it still important?
- What 5 qualities do you need in your frontline employees?

FEBRUARY
- Franchise vs. corporate: Which is best for your brand?
- Beverage Trends: Are you ahead of your competition?
- 3 economical ways to update your décor

Event Coverage:
- North America Pizza & Ice Cream Show

MARCH
- Top 3 things no pizzeria owner should ever do
- Latest and greatest in mobile marketing
- An update on menu labeling

Event Coverage:
- International Pizza Expo

APRIL
- 5 trends in specialty pizzas
- Gimmick or marketing genius: How did the pizza vending machine do?
- Food safety: What are the top 8 essentials every employee should know?

Event Coverage:
- Restaurant Franchising and Innovation Summit

MAY
- Latest and greatest in mobile marketing
- Top 5 qualities for your summer employees
- Top tech trends shown at NRA

Event Coverage:
- NRA Show

JUNE
- How restaurants are using digital signage
- Time to add happy hour?
- Update: How restaurant operators are dealing with ACA

Event Coverage:
- Interactive Customer Experience (ICX) Summit

JULY
- Why employee training is critical to customer experience
- How to build a solid social media campaign
- What is keeping restaurants from embracing beacons?

Event Coverage:
- Women's Foodservice Forum Executive Summit

AUGUST
- How to inspire your franchisees to invest in technology
- Are local and organic working for you?
- 5 ways to improve delivery-driver safety

Event Coverage:
- CONNECT Mobile Innovation Summit

SEPTEMBER
- 5 craziest pizza toppings
- How to keep up with fast casual pizza chains
- Update: the latest and greatest with gluten-free crusts

Event Coverage:
- FSTec

OCTOBER
- What upselling techniques work best?
- Loss prevention: How to protect your business from employee theft

Event Coverage:
- Fast Casual Executive Summit
- MUFSO

NOVEMBER
- Food-cost roundup
- 5 ways to increase traffic during busy shopping season
- 3 tips for improving customer loyalty in the new year

DECEMBER
- How do you handle holiday scheduling?
- How to increase customer dwell time
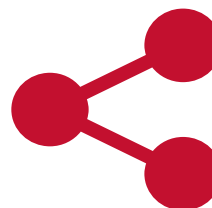- Year in review

Editorial calendar is subject to change.

Send press releases and news to pr@networldmediagroup.com.

AUDIENCE PROFILE

pizza marketplace.com

MONTHLY SITE AVERAGES

52,687 page views
38,048 visits
31,093 unique visitors

12-months ending 8/31/2015 (Google Analytics)

SUBSCRIBERS AND FOLLOWERS

15,700+ email newsletter subscribers
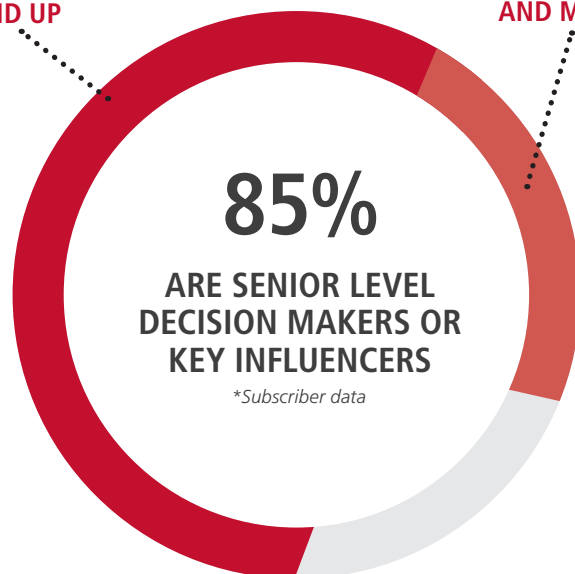**4,800+** social media followers

As of 9/3/2015. Includes Twitter, LinkedIn, Facebook.

60% VP-LEVEL AND UP

25% DIRECTORS AND MANAGERS

85%
ARE SENIOR LEVEL DECISION MAKERS OR KEY INFLUENCERS
Subscriber data

A HIGHLY ENGAGED AUDIENCE THAT TAKES ACTION

80% shared or discussed content with others

53% visited an advertiser's website

30% requested additional information from an advertiser

22% recommended the purchase of an advertiser's product/service

11% visited an advertiser's booth at a tradeshow

Subscriber survey (Q. Which of these actions have you taken as a result of visiting our site?)

pizza marketplace.com

COMPANIES REPRESENTED IN OUR AUDIENCE INCLUDE:

- Ameci Pizza and Pasta
- America's Incredible Pizza
- Amici's East Coast Pizzeria
- Aurelio's Pizza
- BC Pizza
- Bertucci's Italian Restaurant
- California Pizza Kitchen
- Capital Pizza
- Chuck E. Cheese's
- CiCi's Pizza
- Dion's Pizza
- Domino's Pizza
- Donatos Pizza
- DoubleDave's Pieworks
- East of Chicago Pizza
- Extreme Pizza
- Figaro's Pizza
- Fox's Pizza Den

- Garlic Jim's Famous Gourmet Pizza
- Gatti's Pizza
- Giordano's Restaurant & Pizzeria
- Giovanni's Pizza
- Godfather's Pizza
- Happy Joe's Pizza & Ice Cream Parlor
- Hungry Howie's Pizza & Subs
- Incredible Pizza Franchise Group
- Jerry's Subs & Pizza
- Jet's Pizza
- Jimmy's Pizza
- Johnny's Pizza/Johnny Busco's Pizza
- LaRosa's Pizzeria
- Ledo Pizza
- Little Caesars Pizza
- mamma ilardo's pizzeria
- Marco's Pizza
- Mary's Pizza Shack

- Mazzio's Italian Eatery
- Mellow Mushroom
- Minsky's Pizza Café/Bar
- Monical's Pizza
- Mountain Mike's Pizza
- Nancy's Pizza
- Noble Roman's Pizza
- Oggi's Pizza & Brewing Co.
- Papa Gino's Pizzeria
- Papa John's
- Papa Murphy's
- Peter Piper Pizza
- Pizza Factory
- Pizza Guys
- Pizza Hut
- Pizza Inn
- Pizza King
- Pizza Patron

- Pizza Pro
- Pizza Ranch
- Rocky Rococo
- Rosati's Pizza
- Round Table Pizza
- Sbarro
- Shakey's Pizza
- Simple Simon's Pizza
- Snappy Tomato Pizza
- Stevi' B's Pizza
- Straw Hat Pizza
- Toppers Pizza
- Uno Chicago Grill
- Valentino's
- Villa Fresh Italian Kitchen
- Vocelli Pizza
- Woodstock's Pizza
- zpizza

A Core Program is your springboard to a successful marketing campaign on PizzaMarketplace.com and puts your company at the fingertips of potential buyers as they browse our Supplier Directory. It provides you with both brand awareness and lead generation opportunities.

The Core Program includes these key elements:

COMPANY SHOWCASE

PRODUCT/SERVICES SHOWCASE

SUPPLIER DIRECTORY LISTING

	PREMIUM	ENHANCED	BASIC
COMPANY SHOWCASE			
Company Overview	● 500 word limit	● 250 word limit	● 100 word limit
Contact Info (mailing address and phone number)	●	●	●
Contact Form for LeadGen	●	●	●
Link to your Website	●	●	
Links to your Social Media pages (Facebook, Google+, LinkedIn, Pinterest, Twitter, YouTube)	●	●	
Featured Product widget	●	●	
Featured Publications widget	●	●	
PRODUCT/SERVICE SHOWCASES			
Number of Products/Services (maximum)	8	4	0
SUPPLIER DIRECTORY LISTING			
Number of Categories (maximum)	4	2	1
LEAD GENERATION			
Company RFI's These leads are generated when a user visits your Company Showcase and uses the contact form on the page to submit a request for information (RFI) about your offerings. We send these leads only to you.	●	●	●
RFD's (Requests for Download) These leads are generated when a site user downloads a publication that you sponsor from our White Paper Directory.	●	●	
Site RFI's These leads are generated via the Project Help / Easy Source form on our sites. When a user completes this form, we send the lead to all advertisers with a qualifying program.	●		

Email marketing is still one of the most cost-effective ways to reach your target audience. We give you several options for delivering your message directly to the inbox of thousands of industry professionals.

E-MAIL NEWS ALERTS

We have an ad opportunity for almost any budget in our Email News Alerts that are delivered two times a week (T/TH) to our 15,700+ subscribers.

Ad Unit	Ad Type	Specifications
Leaderboard	Image	Ad Size: 600x250 pixels or 600x90 pixels; Maximum File Size: 75KB; Accepted Formats: GIF, PNG or JPG
Primary 1	Image + Text	One 120x120 pixels image/logo; Headline: 50 characters (max. including spaces) with link; Body: 240 characters (max. including spaces)
Primary 2	Image + Text	One 120x120 pixels image/logo; Headline: 50 characters (max. including spaces) with link; Body: 240 characters (max. including spaces)
Primary 3	Image + Text	One 120x120 pixels image/logo; Headline: 50 characters (max. including spaces) with link; Body: 240 characters (max. including spaces)
Secondary	Text	Headline: 50 characters (max. including spaces) with link; Body: 140 characters (max. including spaces)

E-BLASTS

Deliver your customized message to 9,000+ subscribers who have opted in to receive promotional messages from our advertisers and partners. You provide the subject line, copy, images and HTML code or, for an additional fee, we can develop a custom email message for you.

LEADERBOARD
600x250 or 600x90

Top Stories

Lorem ipsum dolor sit amet,
fringilla, enim in finibus mattis, orci mauris molestie nunc, sit amet aliquam purus turpis vitae est. Aliquam pulvinar a lacus

IMAGE — **PRIMARY 1**

Lorem ipsum dolor sit amet,
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IMAGE — **PRIMARY 2**

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IMAGE — **PRIMARY 3**

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White Papers & Case Studies

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SECONDARY SPONSORS

Want our readers to recognize and remember your brand? Let us work with you to build a banner campaign designed to meet your marketing objectives and stay within your budget.
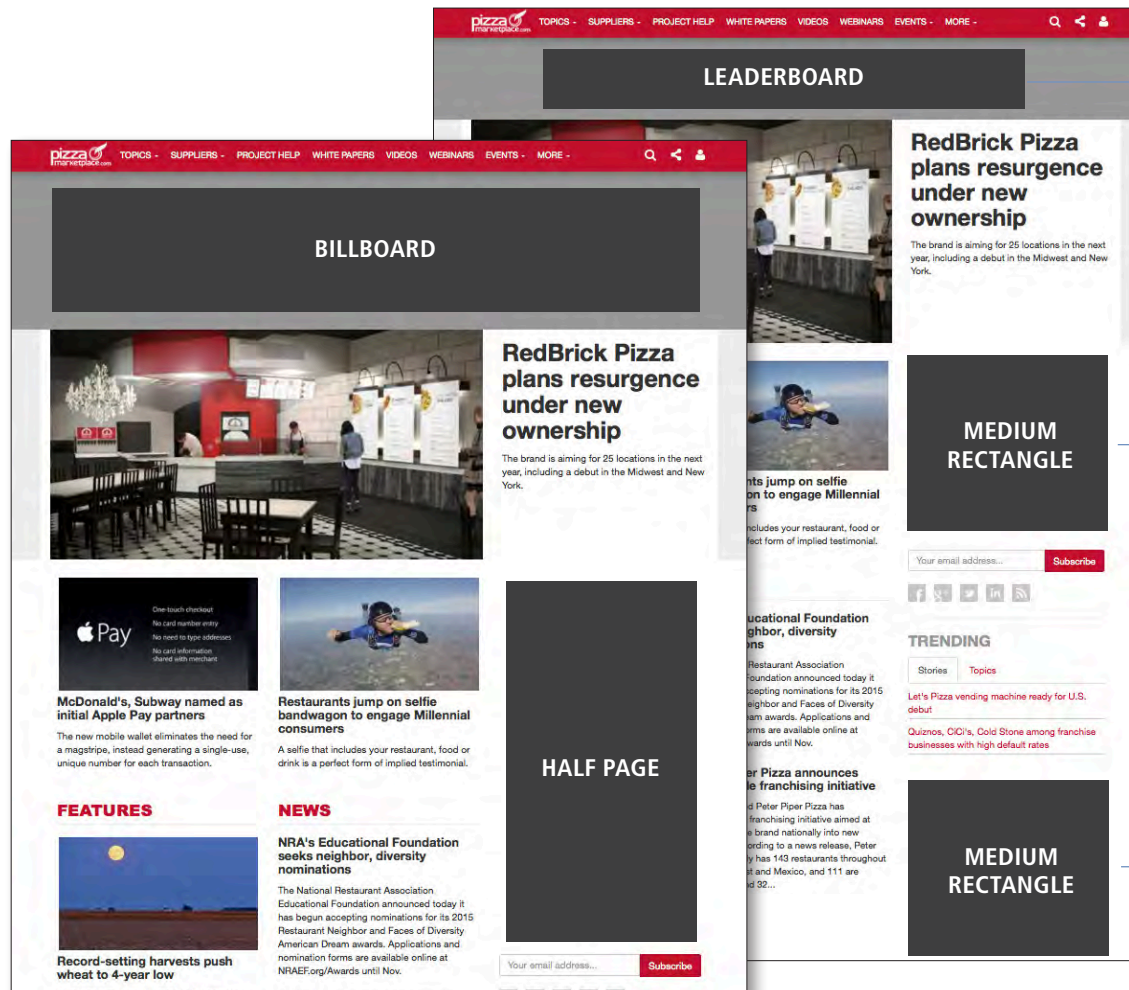
TOP AD UNIT
Available Sizes
• Leaderboard (728x90)
• Super Leaderboard (970x66 or 970x90)
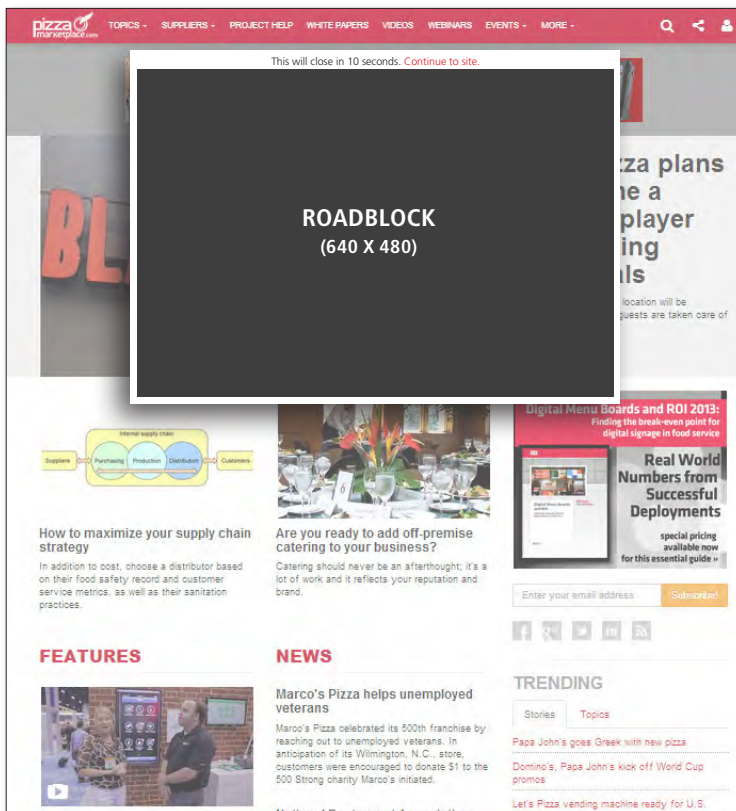• Billboard (970x250)

RIGHT 1 AD UNIT
Available Sizes
• Medium Rectangle (300x250)
• Half Page (300x600)

RIGHT 2 AD UNIT
Available Sizes
• Medium Rectangle (300x250)
• Half Page (300x600)

Make a big impression on our audience in a short period of time with these hard-to-miss weekly ad opportunities.

ROADBLOCKS

Roadblock ads typically serve when a user enters the site for the first time each day. The ad stays visible for 10 seconds or until the user closes the roadblock window.
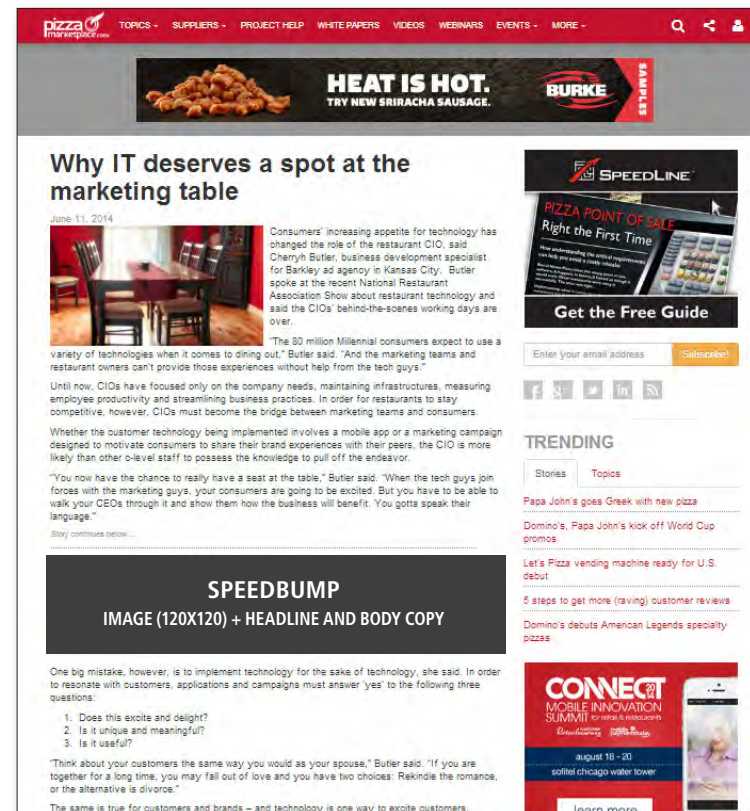
SPEEDBUMPS

Speedbump ads appear within the body of feature articles. They will naturally pass through the reader's field of vision as they scroll through the article.

Talk about making an impression! With Wallpaper ads your brand is displayed prominently on both sides of the page. Wallpaper ads serve on each home, article, news and blog page view. (Not served on mobile devices.) Ask your Account Executive for complete ad specs.

WALLPAPER　　　　　　　　**WALLPAPER**

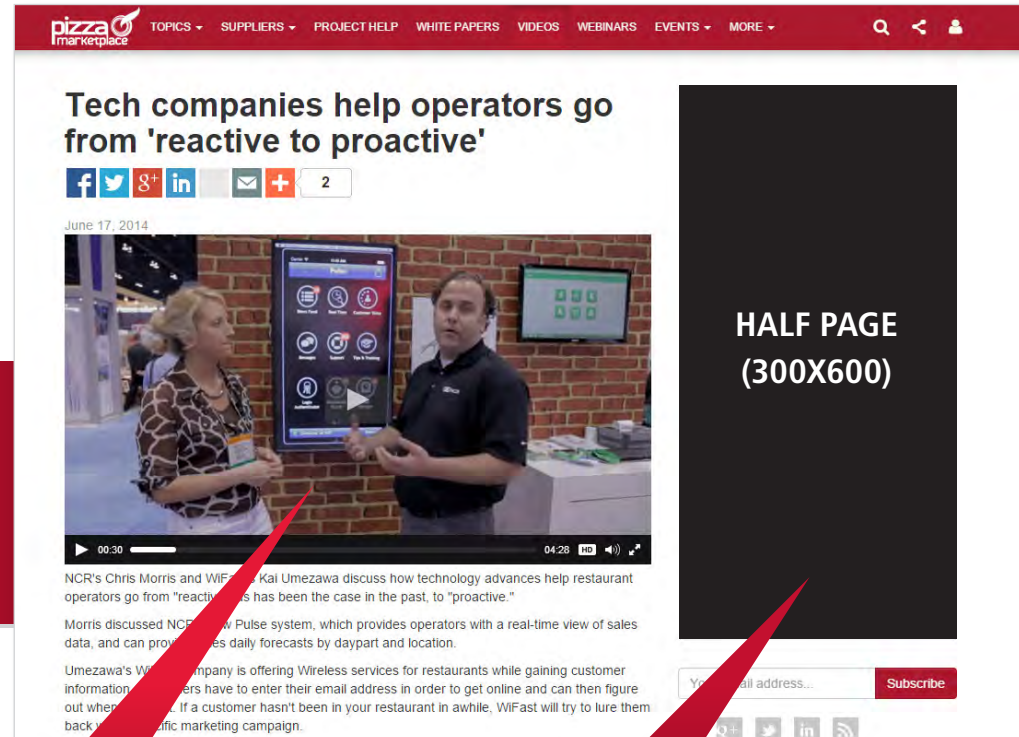## AN EXCLUSIVE AND HIGHLY EFFECTIVE BRANDING OPPORTUNITY

A pre-roll ad is a 15-30 second promotional video that automatically plays before the video that the viewer clicked to watch. If you've ever watched videos on YouTube – and you probably have – you have encountered pre-roll video ads many times.

Brand recall is
3.5X HIGHER
for pre-rolls compared to banner ads.
Source: http://www.yume.com/whatmatters/

Pre-roll ads on PizzaMarketplace.com are available on an exclusive basis to one advertiser per calendar month. Just pick your month and every time a user plays a video from our gallery, they will see your pre-roll ad first.[1]

In addition, you can provide a half-page (300x600) banner ad to be displayed next to the video player. This will ensure great exposure for your brand even if the user clicks to skip your pre-roll ad after five seconds.

Tech companies help operators go from 'reactive to proactive'

June 17, 2014

NCR's Chris Morris and WiFast's Kai Umezawa discuss how technology advances help restaurant operators go from "reactive," as has been the case in the past, to "proactive."

Morris discussed NCR's new Pulse system, which provides operators with a real-time view of sales data, and can provide les daily forecasts by daypart and location.

Umezawa's WiF company is offering Wireless services for restaurants while gaining customer information. Customers have to enter their email address in order to get online and can then figure out where they are. If a customer hasn't been in your restaurant in awhile, WiFast will try to lure them back with fic marketing campaign.

HALF PAGE (300X600)

Your pre-roll ad will play automatically before each video our users watch.

**Your large banner ad next to the video player ensures maximum brand exposure.**

[1]Pre-roll ads will not play before videos that are sponsored by other advertisers.

![pizza marketplace.com logo]

Videos are great for product demos, success stories, tutorials, interviews and more. If your company has spent the time and money to create such a video, we can help you maximize that investment by exposing it to the right audience.
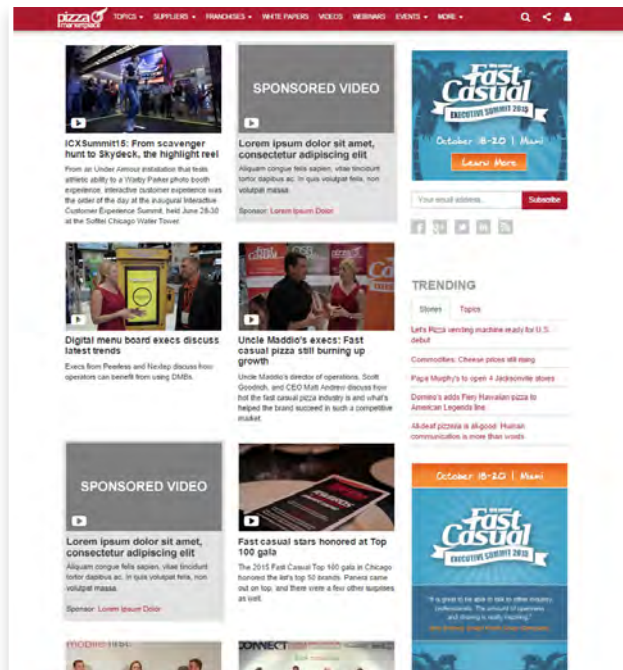
VIDEO GALLERY
Sponsored videos rotate randomly in six different slots throughout the video gallery.
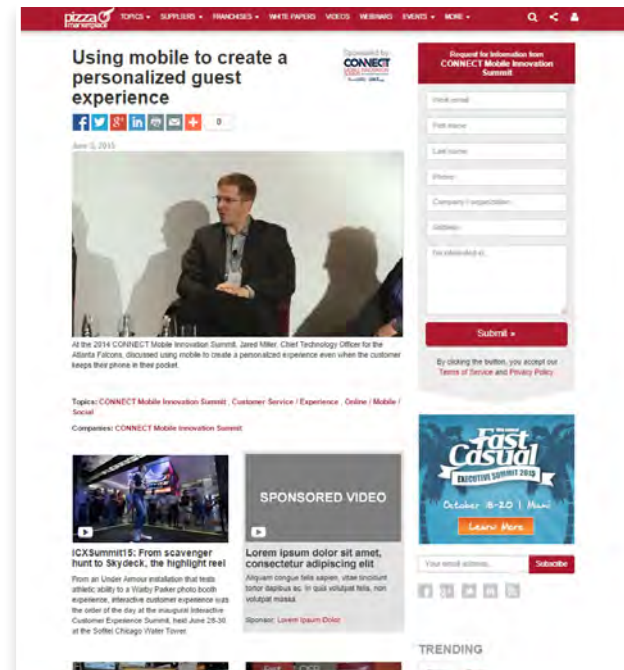
VIDEO PLAYER
When a sponsored video is played, the sponsor's logo appears above the player and a contact form allows users to request more info from the sponsor.

NEED VIDEO? *We can help you create one tailored to your needs.*

When you partner with PizzaMarketplace.com to create custom content assets, you get:

- Credibility in the marketplace,
- Knowledge and support from known industry experts,
- Access to production professionals — writers, designers, videographers, online event producers, moderators, etc. — plus:
- Budget-friendly promotion and lead generation against PizzaMarketplace.com's large, exclusive   audience of restaurant industry executives, senior decision makers and influencers.

Popular content types include:

- **Guide:** everything your target demographic needs to know about a particular subject presented in a single comprehensive guide.
- **White Paper:** specific topic of interest to your target demographic presented in a subjective/op-ed style.
- **Case Study:** detailed look at a specific company's innovative and successful approach or process.
- **Infographic:** large quantity of information presented in a concise, creative, and visual way.

PizzaMarketplace.com Topic Centers offer lead generation against custom sponsored and other content assets. Select from such popular topic areas as customer service/experience, digital signage, equipment & supplies, food & beverage, food safety, franchising & growth, health & nutrition, insurance/risk management, marketing/branding/promotion, menu boards, online/mobile/social, operations management, pizza sauce, pizza toppings, POS, staffing & training, sustainability, systems/technology, and trends/statistics.

THOUGHT LEADERSHIP PROGRAMS

	EXCLUSIVE	PRIMARY	SECONDARY
TOPIC CENTER			
Logo and brief company description at top of right column	●	●	
Banner Ad: Top Leaderboard (728x90)	●	●	
Banner Ad: Right 1 Half Page (300x600)	●	●	
Banner Ad: Right 2 Medium Rectangle (300x250)			●
Wallpaper Ad	●		
Featured Publications – Position A	●	●	
Featured Publications – Position B	●	●	
Featured Publications – Position C	●		●
Featured Topic Widget Shows in Topics dropdown menu from main navigation and in right column on Home, Articles, News, Blogs, Videos, Photos, White Paper Directory and other pages	● 4 weeks per year	● 2 weeks per year	
SPECIAL PUBLICATIONS			
Guide (10-20 pages) Topic must be closely related to the sponsored Topic Center.	●		
White Paper or Case Study (2-5 pages)	●	●	
Lead Generation Sponsor gets contact info of all users who download their publications.	●	●	

WHAT A WEBINAR CAN DO FOR YOUR BUSINESS

• Position you as a thought leader and increase your brand awareness

• Generate strong, qualified sales leads

• Educate the market about your products and services

YOU PROVIDE THE CONTENT AND THE SPEAKERS, WE PROVIDE EVERYTHING ELSE…

Production – We guide you through the process and work with your speakers to ensure your webinar is well-crafted for the audience.

Moderator – A member of our editorial team will welcome the audience, introduce speakers and facilitate the Q&A session at the end of the webinar.

Promotion – We drive registrations for your webinar through an aggressive promotion campaign that includes (at a minimum):

- 3 E-blasts prior to the live webinar
- 1 E-blast one week after the live webinar driving traffic to the on-demand version
- 6 Email News Alert sponsorships prior to the live webinar

- Social media posts
- Prominent links on our home page
- Inclusion in quarterly webinar reminder email

Registration / Reminders – Users register for the webinar on our site and immediately receive an email enabling them to quickly add the webinar to their calendar. About 24 hours before the live webinar, we'll email a reminder to all registrants to encourage their attendance.

On-Demand Hosting – After the live webinar, we host the recording on our site for registered users to view at their convenience. With your approval, we will also place a PDF of the slide deck in our White Paper Directory where it can be downloaded by registered site users and generate additional leads for you.

Lead Generation – We send you the contact information of everyone who registers for the live event, views the on-demand recording or downloads the slide deck.

![pizza marketplace.com logo]

Sponsored Keyword Links are affordable text ads that get lots of impressions because they appear at the end of every article, news item and blog post.

For your ad, you can select a keyword phrase (up to 20 characters, including spaces) that's related to your business and link it anywhere you want, including:

• Your website
• Your Company Showcase on our site
• Your White Papers or Case Studies

Sponsored Keyword Links
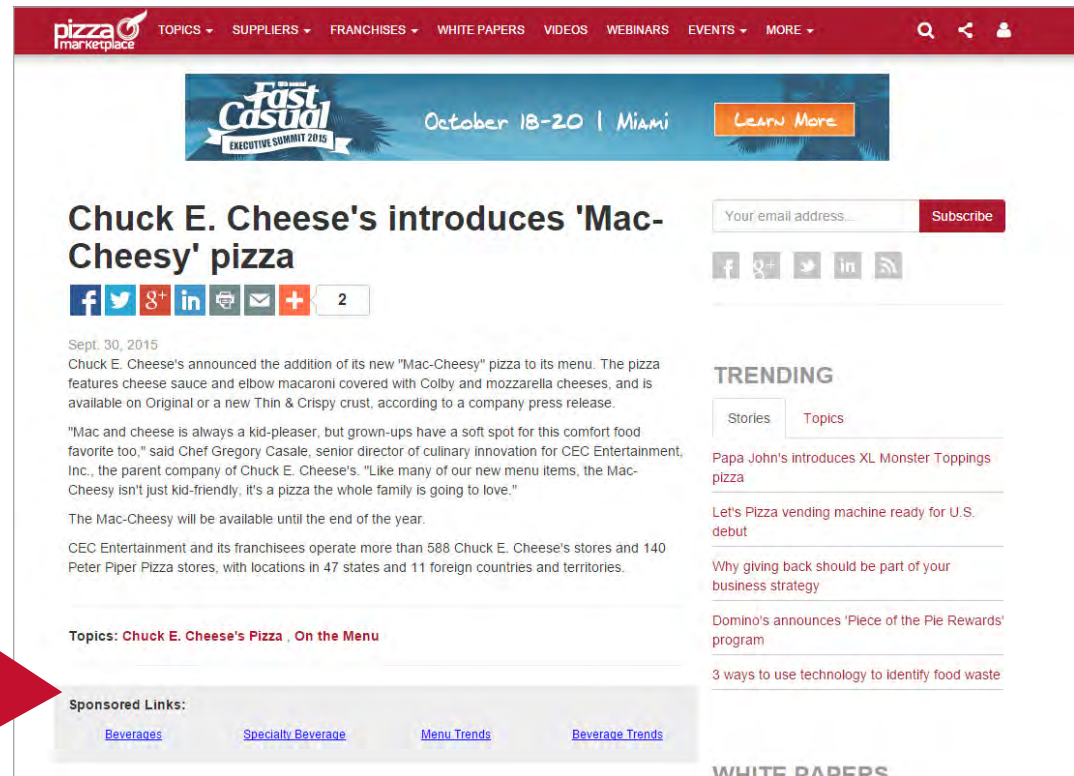
Showcase your brand in our directory of Pizza Franchise Opportunities

PizzaMarketplace.com is the place where restaurant professionals go to learn about the hottest trends and the hottest brands in the industry. That makes it a great place to promote your franchise opportunities to potential investors.

The Pizza Franchise Opportunities directory has a prominent link in the main site navigation and is searchable by brand name and by state/region.

Your listing in the directory will lead to your customizable Franchise Showcase. This is where you'll tell the story of your brand to potential investors. It will also include links to news and features about your brand that have been published on PizzaMarketplace.com.

Throughout the directory and in your showcase, users will have the opportunity to complete a simple contact form to make you aware of their interest in your franchise opportunities.

	PREMIUM	ENHANCED	BASIC
FRANCHISE SHOWCASE			
Company Overview	● 500 word limit	● 250 word limit	● 100 word limit
Contact Info (mailing address and phone number)	●	●	●
Contact Form for LeadGen	●	●	●
Link to your Website	●	●	
Links to your Social Media pages (Facebook, Google+, Linkedin, Pinterest, Twitter, YouTube)	●	●	
Featured Publications widget	●	●	
Embed your promotional video in your showcase	●		
FRANCHISE DIRECTORY LISTING			
Company Logo and Short Description (250 characters max.)	●	●	●
Number of Regions (250 characters max.)	Unlimited	8	4
FRANCHISE DIRECTORY LISTING			
Publication Hosting with LeadGen Inclusion of your white papers, case studies, brochures, etc. in our White Paper Directory.	8 # of assets max.	4 # of assets max.	
Email News Alert - Secondary Sponsorship Ad includes company name, description (140 characters) and link to your Company Showcase	2 Issues per month	1 Issue per month	

Banner ad positions also available in the Franchise Directory.

FAST CASUAL EXECUTIVE SUMMIT

Each year, FastCasual.com hosts the Fast Casual Executive Summit – a live business networking and social event where Fast Casual restaurant executives meet up to exchange ideas and make new connections. Multiple sponsorship levels – platinum, gold, silver, culinary and associate – plus special opportunities such as room drops and strategic product placements ensure that marketers can participate in this highly reviewed industry event at virtually any budget level.

CONNECT MOBILE INNOVATION SUMMIT

With a slogan of "Think Mobile First," MobilePaymentsToday.com and RetailCustomerExperience.com have joined forces to convene the fourth annual customer experience gathering - a live business networking and social event where executives from both business and technology functions at retail and restaurant enterprises meet up to exchange ideas and make new connections. Multiple sponsorship levels – platinum, gold and silver – plus special opportunities such as room drops and strategic product placements ensure that marketers can participate in this highly reviewed industry event at virtually any budget level.

INTERACTIVE CUSTOMER EXPERIENCE SUMMIT

Explore many of the technologies available to businesses – retail, hospitality, travel, restaurants, healthcare and more – for engaging customers. ICX Summit will cover the landscape from kiosks to digital signage to mobile and beyond to give attendees insights they can put in action now to deliver outstanding interactive customer experiences. Multiple sponsorship levels – platinum, gold, silver and associate – plus special opportunities such as room drops and strategic product placements ensure that marketers can participate in this highly reviewed industry event at virtually any budget level.

RESTAURANT FRANCHISING & INNOVATION SUMMIT

Some of the fastest growing chains in the restaurant industry are the ones embracing innovation in many different areas of their business. From experience innovation to kitchen innovation to menu innovation and more, the Restaurant Franchising & Innovation Summit will look at how limited-service chains can leverage innovation in its many forms as a catalyst for franchise expansion. Multiple sponsorship opportunities will be available to connect companies with innovative products and solutions to the franchise executives in attendance.

Expand your marketing group's capabilities without adding staff. Networld Media Group offers outsourced marketing services in each of the following areas:

- Custom publishing and content creation
- Market research
- Video production
- Social media & public relations
- Web site development
- Print
- Direct mail
- Graphic design
- Lead nurturing and management
- Infographics

Networld Media Group creates press releases for companies as part of our custom services. We write, design and distribute your release to hundreds of media outlets on the newswire. Complete turnkey package is priced at $595 per release.

Ask your media specialist for details.

pizzamarketplace.com

CREATIVE INQUIRIES

If you have any questions or concerns about creative specifications and submission, please contact:

JENNIFER A. RECKTENWALD | DIRECTOR OF CLIENT SERVICES | jenniferr@networldmediagroup.com
tel: 502.241.7545 ext. 139 | fax: 502.241.1385

ADVERTISING AND PACKAGE OPTIONS

LIZ MATNEY | DEMAND GENERATION MANAGER | lizadv@networldmediagroup.com
toll free: 877.441.7545 | direct: 502.241.7545 ext 129 | fax: 502.241.1385 | 13100 Eastpoint Park Blvd. | Louisville, KY 40223
KATHY DOYLE | EXECUTIVE VICE PRESIDENT & PUBLISHER | kathyd@networldmediagroup.com

NETWORLD MEDIA GROUP | mediakit@networldmediagroup.com

NETWORLD MEDIA group | pizzamarketplace.com | Fast Casual.com | atm marketplace | Kiosk Marketplace.com | Retail customer experience.com | QSRweb.com | mobile payments today.com | virtual currency today | Digital SignageToday.com | CHURCH CENTRAL Leadership Community