



# 2016 MEDIA KIT





To help Quick Service restaurant executives operate profitably and deliver outstanding customer experiences.

QSRweb.com reports on news, events, trends and people in the Quick Service restaurant industry; we cover all of the latest innovations in:

- Food & beverage
- Restaurant technology & equipment
- Restaurant design, layout & signage
- Operations management
- Staffing & training
- Food safety
- Customer experience
- Franchising
- Marketing & branding
- Regulatory compliance & risk management
- Sustainability
- Health & nutrition and much more

## EDITOR



TRAVIS WAGONER

Travis Wagener 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
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- 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
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- 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
- Public Relations & Marketing Strategies | Lisa Biank Fasig, JZMcBride
- Serving Up Social Media | Lisa DiVirgilio, WyckWyre
- Pricing Guru | Dale Furtwengler, (author) Pricing for Profit

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

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<ul style="list-style-type: none"> <li>• Predicting the top technology trends for 2016</li> <li>• Top 3 menu/flavor trends</li> <li>• What 5 qualities do you need in your frontline employees</li> </ul>	<ul style="list-style-type: none"> <li>• Must-have technology for the year</li> <li>• Beverage Trends: 2016</li> <li>• What's new with digital signage and menu boards?</li> </ul> <p>Event Coverage:</p> <ul style="list-style-type: none"> <li>• North America Pizza &amp; Ice Cream Show</li> </ul>	<ul style="list-style-type: none"> <li>• Top 5 ways a QSR can save money without spending a dime</li> <li>• Latest and greatest in mobile marketing</li> <li>• An update on menu labeling</li> </ul>	<ul style="list-style-type: none"> <li>• Franchise focus: Monthly feature profiling a successful franchise.</li> <li>• Food safety: What are the top 8 essentials every employee should know?</li> <li>• Internet of Things: Factoring in the customer experience</li> </ul> <p>Event Coverage:</p> <ul style="list-style-type: none"> <li>• Restaurant Franchising and Innovation Summit</li> </ul>	<ul style="list-style-type: none"> <li>• Did local/organic work for QSRs?</li> <li>• What's the latest and greatest in mobile marketing?</li> <li>• Top tech trends shown at NRA</li> </ul> <p>Event Coverage:</p> <ul style="list-style-type: none"> <li>• NRA Show</li> </ul>	<ul style="list-style-type: none"> <li>• Loss prevention: How to protect your business</li> <li>• 5 tips for going international</li> <li>• Making your restaurant more kid friendly</li> </ul> <p>Event Coverage:</p> <ul style="list-style-type: none"> <li>• Interactive Customer Experience (ICX) Summit</li> </ul>
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none"> <li>• How to inspire your franchisees to invest in technology</li> <li>• Update: How restaurant operators are dealing with ACA</li> <li>• Why employee training is critical to customers' experiences?</li> </ul> <p>Event Coverage:</p> <ul style="list-style-type: none"> <li>• Women's Foodservice Forum Executive Summit</li> </ul> <p>Forum Executive</p>	<ul style="list-style-type: none"> <li>• 8 ways to cut drive-thru time</li> <li>• Time to add happy hour?</li> <li>• What is keeping QSRs from embracing beacons?</li> </ul> <p>Event Coverage:</p> <ul style="list-style-type: none"> <li>• CONNECT Mobile Innovation Summit</li> </ul>	<ul style="list-style-type: none"> <li>• Update on multiple brands' rebranding/remodeling efforts</li> <li>• Why so many QSRs are rebranding as fast casual</li> <li>• How to build a solid social media campaign</li> </ul> <p>Event Coverage:</p> <ul style="list-style-type: none"> <li>• FSTec</li> </ul>	<ul style="list-style-type: none"> <li>• 7 Effective ways to surprise and delight your customer base</li> <li>• Loss prevention: How to protect your business</li> </ul> <p>Event Coverage:</p> <ul style="list-style-type: none"> <li>• Fast Casual Executive Summit</li> <li>• MUF50</li> </ul>	<ul style="list-style-type: none"> <li>• Food-cost roundup</li> <li>• 5 ways to increase traffic during busy shopping season</li> <li>• Are mobile coupons the right strategy for your business?</li> </ul>	<ul style="list-style-type: none"> <li>• How do you handle holiday promos, employee scheduling, etc.?</li> <li>• 5 tips for improving customer loyalty in the new year</li> <li>• Year in Review</li> </ul>

*Editorial calendar is subject to change.*

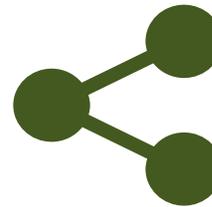
Send press releases and news to [pr@networldmediagroup.com](mailto:pr@networldmediagroup.com).



## MONTHLY SITE AVERAGES

**47,157** page views  
**31,882** visits  
**25,547** unique visitors

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



## SUBSCRIBERS AND FOLLOWERS

**14,100+** email newsletter subscribers  
**6,900+** social media followers

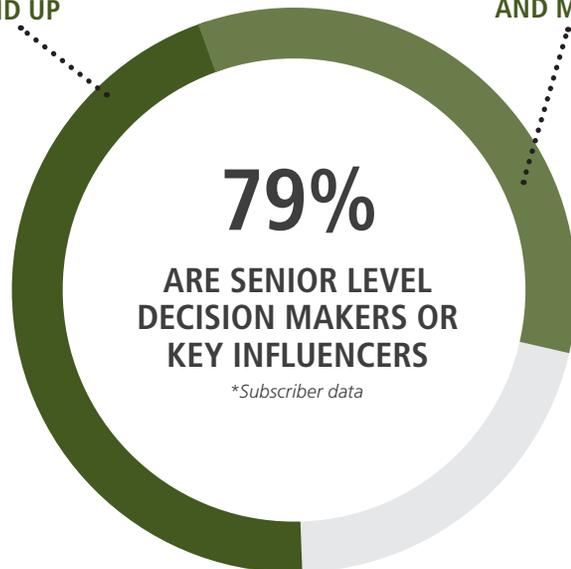
*As of 9/3/2015. Includes Twitter, LinkedIn, Facebook.*



## A HIGHLY ENGAGED AUDIENCE THAT TAKES ACTION

43% VP-LEVEL AND UP

36% DIRECTORS AND MANAGERS



**83%** shared or discussed content with others

**64%** visited an advertiser's website

**23%** requested additional information from an advertiser

**21%** recommended the purchase of an advertiser's product/service

**19%** 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?)*

## COMPANIES REPRESENTED IN OUR AUDIENCE INCLUDE:

- 7-Eleven
- A&W Restaurants
- Army & Air Force Exchange Service
- Arby's
- Au Bon Pain
- Auntie Anne's
- Back Yard Burgers
- Bojangles'
- Boston Market
- Burger King
- Busch Gardens
- Captain D's
- Carl's Jr.
- Charley's Grilled Subs
- Checkers/Rally's
- Chick-fil-A
- Chipotle Mexican Grill
- Chuck E. Cheese
- Church's Chicken
- CiCi's Pizza
- Cold Stone Creamery
- Cousins Subs
- Culver's
- Dairy Queen
- Darden Restaurants
- Del Taco
- DineEquity
- Domino's Pizza
- Dunkin' Donuts
- Einstein Noah Restaurant Group
- El Pollo Loco
- Famous Dave's of America
- Fazoli's
- Firehouse Subs
- Five Guys Burgers & Fries
- Hardee's
- Hilton Hotels
- Jack in the Box
- Jamba Juice
- Jason's Deli
- Jersey Mike's Subs
- Jimmy John's
- KFC
- Krispy Kreme
- Krystal's
- Little Caesars
- Long John Silver's
- McAlister's Deli
- McDonald's
- Moe's Southwest Grill
- Orange Leaf Frozen Yogurt
- Panda Express
- Panera Bread
- Papa John's
- Papa Murphy's
- Pizza Hut
- Popeyes Louisiana Kitchen
- Potbelly Sandwich Shop
- Publix Super Markets
- Qdoba Mexican Grill
- Quiznos
- Raising Cane's Chicken Fingers
- Sbarro
- SeaWorld Parks & Entertainment
- Smashburger
- Sonic Drive-In
- Starbucks
- Steak 'n Shake
- Subway
- Taco Bell
- Taco John's
- Tim Hortons
- Waffle House
- Walmart
- Walt Disney World
- Wendy's
- Whataburger
- White Castle
- Wingstop
- Zaxby's

A Core Program is your springboard to a successful marketing campaign on QSRweb.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
<b>COMPANY SHOWCASE</b>			
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	●	●	
<b>PRODUCT/SERVICE SHOWCASES</b>			
Number of Products/Services (maximum)	8	4	0
<b>SUPPLIER DIRECTORY LISTING</b>			
Number of Categories (maximum)	4	2	1
<b>LEAD GENERATION</b>			
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 14,100+ 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 8,000+ 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**



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IMAGE
**PRIMARY 1**

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IMAGE
**PRIMARY 3**

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**White Papers & Case Studies**

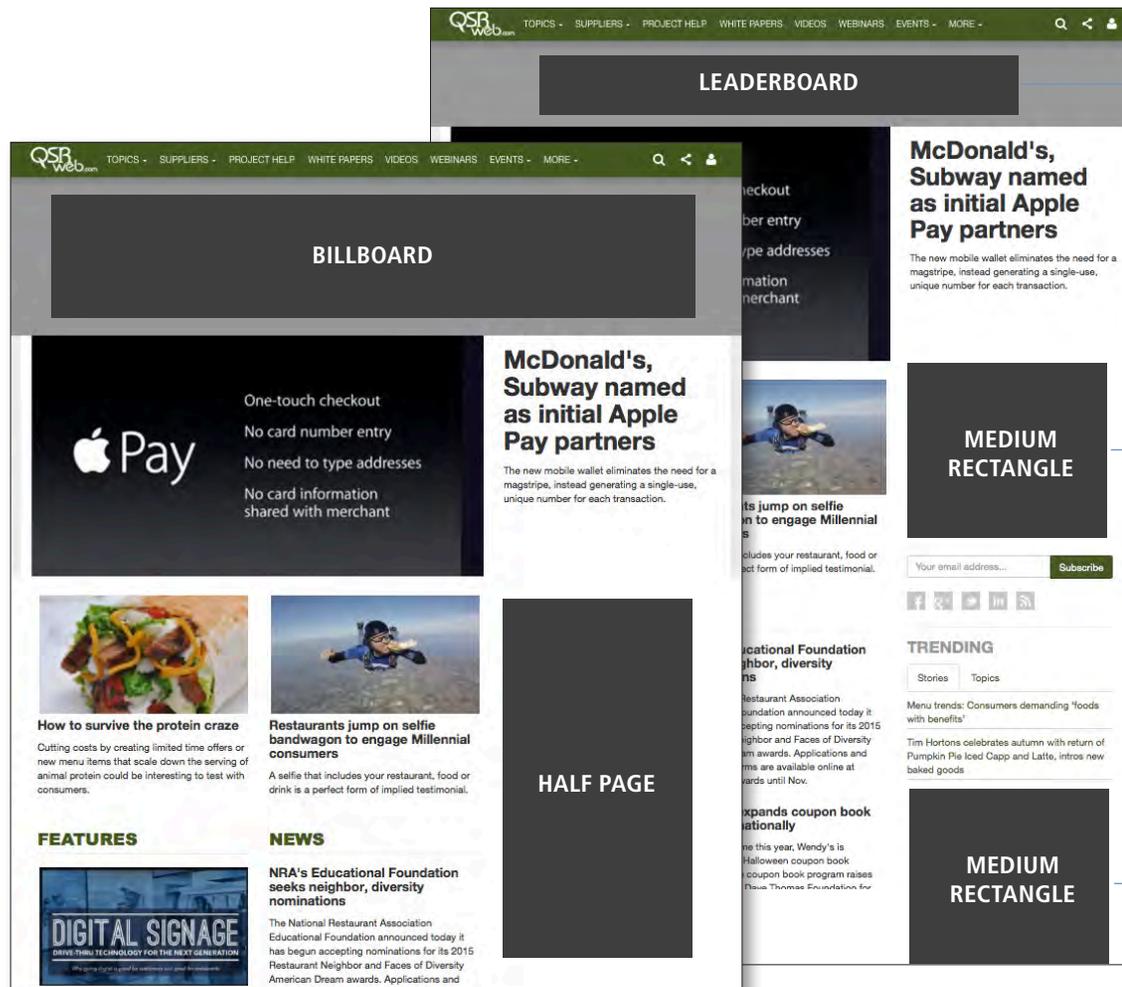
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**SECONDARY SPONSORS**

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.

This will close in 10 seconds. Continue to site.

**ROADBLOCK**  
(640 X 480)

**What do consumers expect from breakfast, anyway?**

Time sensitivity is a major hurdle for the breakfast daypart; order accuracy and speed of service are key in producing happy customers.

**Extending the restaurant experience through technology**

With the fast rate of mobile adoption, having an app is where restaurants are going to build their database and loyalty.

**How to maximize your supply chain strategy**

In addition to cost, choose a distributor based on their food safety record and customer service metrics, as well as their sanitation practices.

**Ice-O-Matic**  
THE ICE COLD TRUTH ON ICE MACHINES  
LEARN MORE

Enter your email address

**FEATURES**

**NEWS**

Consumers see little difference between QSR, fast casual concepts

**TRENDING**

Stories Topics

## 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.

**DELIVERING GOODS, SERVICES AND TRUST FOR 120 YEARS**

**McLANE**

**What do consumers expect from breakfast, anyway?**

June 9, 2014

**By Emily Tod,**  
Insights project manager, Food IQ

The buzz around the breakfast daypart continues. We can't seem to stop talking about new offerings, concepts, endeavors and players. And who could blame us? The untapped opportunity of our "most important meal of the day" in the foodservice realm is certainly worth getting excited about. But before we all jump on the breakfast bandwagon, let's stop and think about consumer behavior and what they are really looking for in this meal.

First, most humans are creatures of habit. We are reliant on our routines — especially in the morning. As stated by Jack Russo, a restaurant analyst with Edward Jones & Company, "Most people are routinized with breakfast. They have only a short time to get to work, so they tend to stay in the same routine." Consumers spanning from high school students to retirees have particular schedules they keep. With 61 percent of consumers normally eating breakfast at home, according to a recent CivicScience Inc. study, how can we be sure there is a large growth opportunity if humans are so stuck in their ways?

**CONNECT MOBILE INNOVATION SUMMIT**  
for retail & restaurants  
Reservations **5/16/14**  
August 18 - 20  
sofitel chicago water tower  
**register now**

Enter your email address

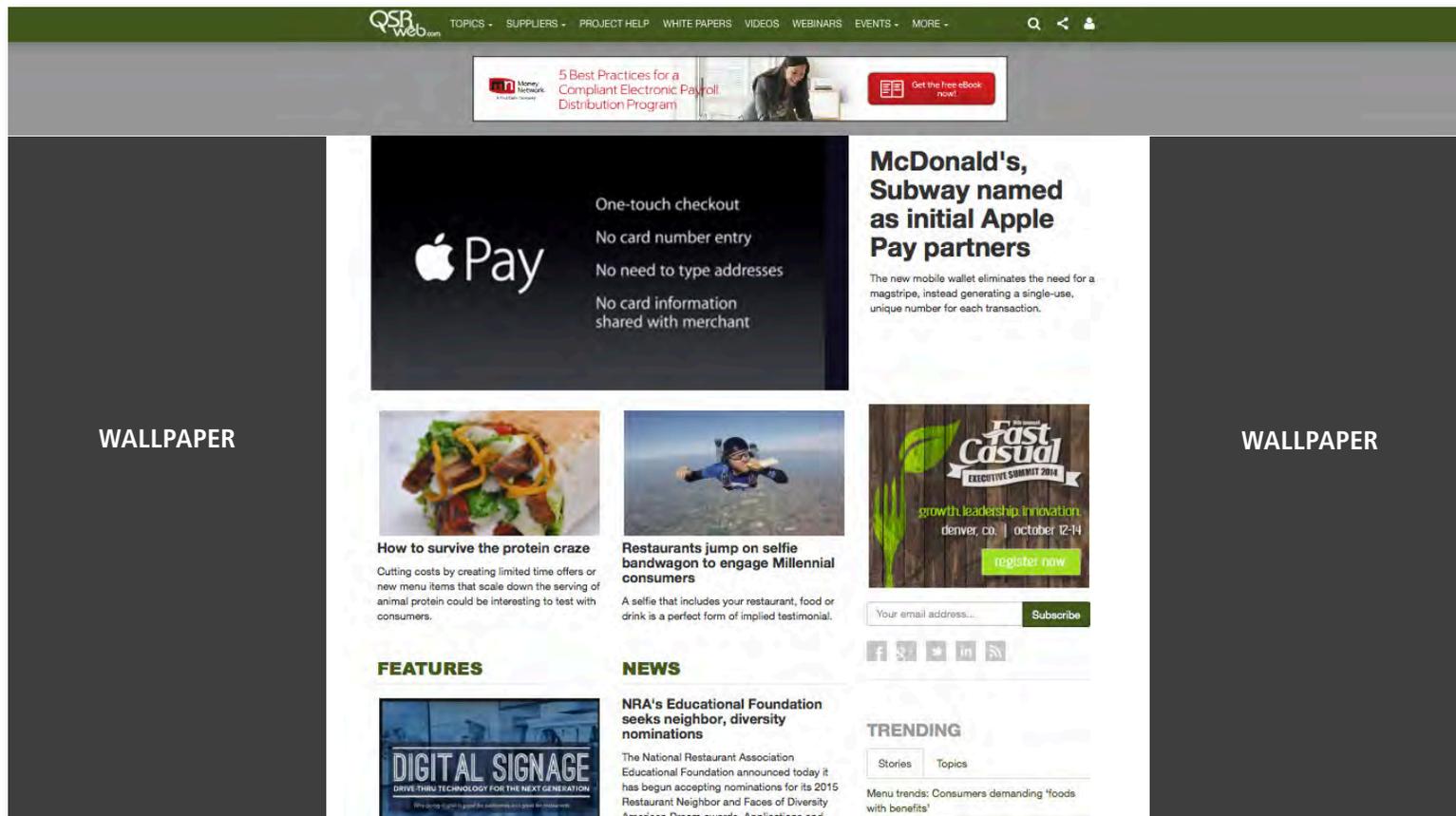
**SPEEDBUMP**  
IMAGE (120X120) + HEADLINE AND BODY COPY

**TRENDING**

## 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

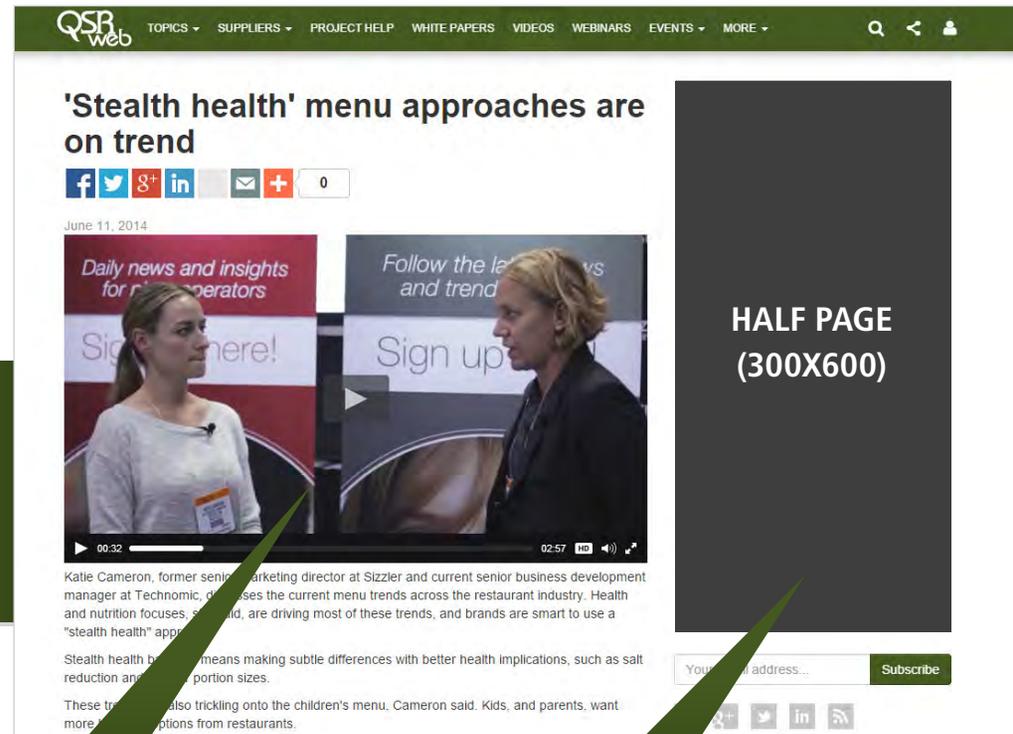
A pre-roll ad is a 15-30 second promotional video that automatically plays before the video that the viewer clicked to watch. If you've ever watched videos on YouTube – and you probably have – you have encountered pre-roll video ads many times.

Brand recall is  
**3.5X HIGHER**  
 for pre-rolls compared to banner ads.

Source: <http://www.yume.com/whatmatters/>

Pre-roll ads on QSRweb.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.<sup>1</sup>

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.

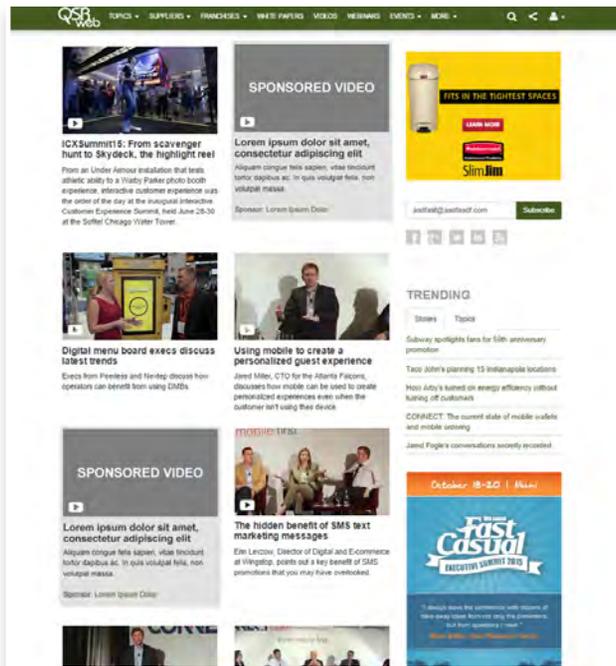


Your pre-roll ad will play automatically before each video our users watch.

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

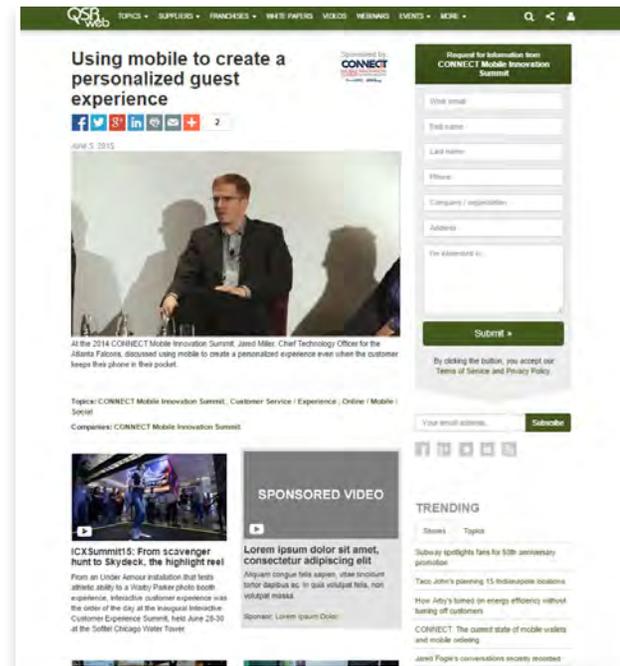
<sup>1</sup>Pre-roll ads will not play before videos that are sponsored by other advertisers.

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 QSRweb.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 QSRweb.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.



QSRweb.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, display technology, equipment & supplies, food & beverage, food safety, franchising & growth, health & nutrition, insurance/risk management, marketing/branding/promotion, menu boards, online/mobile/social, operations management, staffing & training, sustainability, systems/ technology, and trends/statistics.

## THOUGHT LEADERSHIP PROGRAMS

	EXCLUSIVE	PRIMARY	SECONDARY
<b>TOPIC CENTER</b>			
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	
<b>SPECIAL PUBLICATIONS</b>			
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.

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

The screenshot shows a QSRweb article titled "Juice It Up! announces strong Q3 sales". The article includes a date of Oct 1, 2015, a social media sharing bar, and a quote from Carol DeNembo, Juice It Up! vice president. A sidebar on the right features a promotional banner for the "Fast Casual Executive Summit 2015" in Miami, October 18-20, with a quote from Scott Davis of Ponder Bread. At the bottom of the article, there is a "Sponsored Links" section with four links: "QSR Franchises", "Digital Menu Boards", "Display Technology", and "Restaurant Suppliers". Below the links is an email subscription form and social media icons.

## Showcase your brand in our directory of QSR Franchise Opportunities

QSRweb.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 QSR 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 QSRweb.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.

The screenshot displays the QSRweb.com Franchise Directory interface. At the top, there's a navigation bar with links for 'TOPICS', 'SUPPLIERS', 'PROJECT HELP', 'WHITE PAPERS', 'VIDEOS', 'WEBINARS', 'EVENTS', and 'MORE'. A banner for the 'INTERACTIVE SUMMIT' is visible. Below this, the 'Restaurant Franchise Opportunities' section lists various brands like Arby's, Dunkin' Donuts, Subway, Captain D's, Hungry Howie's, and Uncle Maddio's Pizza Joint. A 'FEATURED FRANCHISES' section highlights several brands with brief descriptions and 'Request Info' buttons. On the right, a sidebar promotes being listed in the directory and includes a search form. The main content area shows a detailed view for 'Uncle Maddio's Pizza Joint', including a 'FAST CASUAL PIZZA FRANCHISE OPPORTUNITIES' section, 'Franchisee Testimonials' with a video player, and a 'We are the industry leader with:' section listing key achievements. A contact form on the right allows users to express interest, with a 'Submit' button and a 'Contact Info' section at the bottom right.

	PREMIUM	ENHANCED	BASIC
<b>FRANCHISE SHOWCASE</b>			
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	●		
<b>FRANCHISE DIRECTORY LISTING</b>			
Company Logo and Short Description (250 characters max.)	●	●	●
Number of Regions (250 characters max.)	Unlimited	8	4
<b>FRANCHISE DIRECTORY LISTING</b>			
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.



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## CREATIVE INQUIRIES

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

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