

FRANCHISING TODAY

DIGITAL OPTIONS IN DIGITAL ISSUES

Left of Cover

Only visible when viewing the cover spread. The creative can be as large as the trim size of the cover.

Banners

(top or bottom)

Visible throughout the entire reading experience

Skyscrapers

(left or right)

These pillars on either side of the nextbook are visible throughout the entire reading experience, in 3.0 to present only. These sponsor images can be no taller than the height of the publication page.

Sizes/Specs

•FULL BANNERS top/bottom

468 px wide x 60 px high

•SKYSCRAPERS right/left

120 px wide x 600 px high

•LEFT OF COVER - It can be any size up to the trim size of the magazine. 80% of the trim size is recommended.

550 px wide x 480 px high (IAB Large Pop-Up Size)

**Ask your sales representative for more information & pricing.*



Video

Activated by tapping somewhere on the ad in the digital edition or can activate automatically. Videos can come from YouTube, Vimeo, or using a video file.

Social Media Icons

Add these to your ad and have them activated to take you to the social media page

FRANCHISING TODAY

WEB

Leaderboard

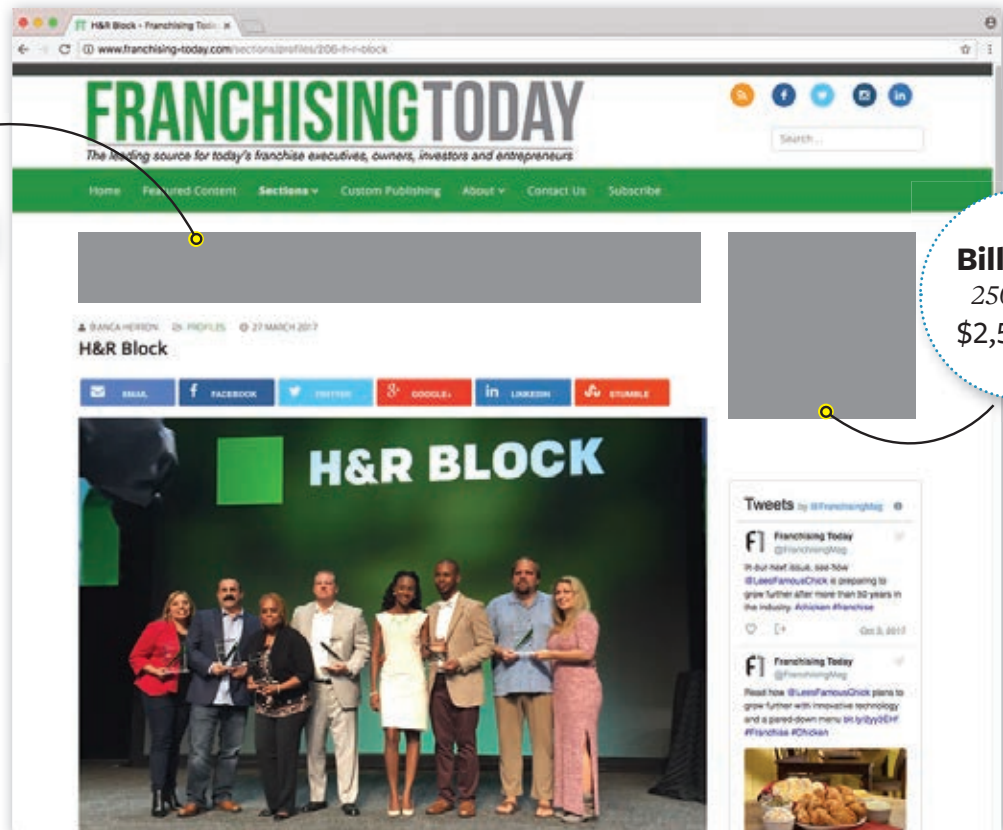
850 x 100
\$4,500/mo

Billboard

250 x 250
\$2,500/mo

**Nearly 2,000
unique visitors
and growing.**

*Google analytics
upon request*



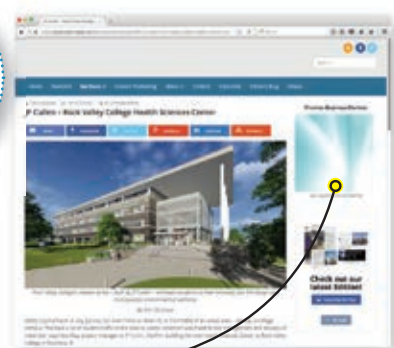
Original magazine article



Advertisement

Final billboard
is clickable and
links directly to
your site.

**Billboard
Ad**



Online Story

FRANCHISING TODAY

E-BLASTS

Leaderboard

600 x 125 pixels

\$2,995

**Estimated
240,863
opt-in digital
subscribers**

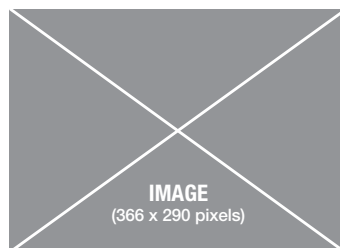
FRANCHISING TODAY

Company Name

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BODY COPY CONTENT UP TO 800 WORDS

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Current Issue



[Click to view the Digital Edition](#)

In This Issue

World of Beer
CertaPro Painters
Razorsync



In Our Next Issue

In the next issue of *Franchising Today*, we spotlight companies and projects in the Southeastern United States.

Interested in being featured in *Franchising Today*? Contact [John Krukowski](#).

Right Rail

125 x 125 pixels

\$1,995

Logo + 30 Words

125 x 125 pixels

\$995

E-BLAST DEDICATED

\$4,995