

Join the World Franchising network and take advantage of the most efficient and cost-effective way to promote your franchise system to prospective franchisees.



www.worldfranchising.com is the definitive guide to the world of franchising. The website includes detailed profiles on over 1,200 North American franchisors, franchise attorneys, consultants and service providers. All listings are current and sortable by multiple criteria.

WEBSITES AND PUBLICATIONS

Our websites and publications include:

Websites	Focus
www.worldfranchising.com	Portal Site; More Than 1,000 Detailed Franchisor Profiles
www.minorityfranchising.com	More than 500 Franchisors Seeking Minority Franchisees
www.franchisingattorney.com	Listing of Franchise Attorneys
www.franchisingconsultant.com	Listing of Franchise Consultants and Service Providers
www.franchisingamerica.com	More than 1,000 Detailed Franchisor Profiles
www.franchiseintl.com	International Franchisor Profiles
www.earningsclaim.com	Over 20,000 UFOCs dating back to 1990

Publications	Focus
<i>Bond's Franchise Guide</i> – Annual	Directory of Franchisors, Franchise Attorneys, Consultants and Service Providers
<i>"How Much Can I Make?"</i> – Annual	132 Recent Earnings Claim Statements
<i>Bond's Top 100 Franchises</i> – Annual	Detailed Analysis of Top Franchises
<i>Minority Franchise Guide</i> – Annual	Directory of Franchisors Seeking Minority Franchisees
<i>Bond's International Franchise Guide</i> – Annual	Directory of International Franchisors
<i>Tips & Traps When Buying A Franchise</i>	Expert Advice on Buying A Franchise
<i>Franchise Yearbook</i> – Annual	Expert Analysis on Starting and Running a Successful Franchise
<i>World Franchising Newsletter</i> – Monthly	Free electronic newsletter featuring latest franchise opportunities, industry statistics, expert analysis, market research and much more

WHY JOIN WORLD FRANCHISING?

EXCEPTIONAL ONLINE EXPOSURE

www.worldfranchising.com is a **unique network** that combines comprehensive profiles of franchisors, attorneys, consultants and service providers with proprietary listings of industry resources, ensuring widespread exposure for all participants. We feel confident that our network is the optimal choice for anyone — whether a prospective franchisee or a seasoned industry professional — seeking immediate access to current information about all facets of the franchising industry.

The **bottom line**, however, is **exposure**. On Google, **www.worldfranchising.com** is ranked **# 4** in a search for the keyword “franchise information.” On average, our site generates over **1.3 million total hits** and attracts over **51,000 unique visitors** per month.

WEB TRAFFIC STATISTICS

We actively monitor and report our Web traffic to gain a better understanding of our visitors’ interests and to generate qualified leads for our advertisers and sponsors. We expect a steady increase in the number of hits and visitors as we continue to optimize our websites to visitors’ level of interest, loyalty and activity.








Web Traffic Statistics

	Avg. Hits & Visitors/Month
Total Hits	1,420,008
Average Hits per Day	45,806
Average Hits per Visitor	14.94
Total Page Views	268,908
Average Page Views per Day	8,674
Average Page Views per Visitor	2.83
Total Visitors	95,073
Average Visitors per Day	3,066
Total Unique Visitors	59,991
Average Visit Length (mins.)	2:51

SEARCH ENGINE RANKINGS

Searches for “franchising” keywords on major search engines include **www.worldfranchising.com** in the top 10 to 20 results. The site consistently achieves high visibility on Google and Yahoo, which handle 65% of all Internet searches and are the largest search engines in the world.

Search Engine Rankings for “Franchising” Keywords

Popular Keywords	Rank*	Search Engine
“franchise information”	# 3	 AOL Search
	# 4	 Google
“franchise companies”	# 7	 AOL Search
	# 7	 Google
“franchising”	# 8	 YAHOO!
	# 12	 Google
“franchises”	# 15	 YAHOO!

* Results show best ranking in last 30 days.

MOST POPULAR FEATURES

Our most popular website features include the Franchise Directory, Franchise Expediter™, Top 100 Franchises and 50 Under 50 Franchises. All franchisor profiles are accessible within two clicks from our homepage.

Most Popular Features on **www.worldfranchising.com**

Most Popular Features	Avg. Hits/Month	Avg. Visitors/Month
Homepage	71,737	39,844
Franchise Directory	27,676	5,915
Franchise Expediter™	18,469	15,193
Top 100 Franchises	16,655	12,906
Links/Resources	3,857	3,669
50 Under 50 Franchises	2,125	1,861
About Us/Contact Us	1,419	1,328
Participation	1,114	1,014

SUMMARY OF ADVERTISING OPTIONS

Our promotional packages offer unbeatable value and scope for your advertising dollar:

#	Advertising Option	Participation	Fee	Page
1	Franchisor Profile on www.worldfranchising.com and in <i>Bond's Franchise Guide</i>	Download materials from www.worldfranchising.com/participation.htm	\$500/year	4
1A	Franchisor Logo on Cover of <i>Bond's Franchise Guide</i>	Contact us by phone or email	\$900/edition	5
1B	Banner Ad in Franchise Spotlight (www.worldfranchising.com)	Contact us by phone or email	\$1,500/6 mos. or \$2,500/year	5
2	Franchisor Write-Up in <i>Bond's Top 100 Franchises</i>	Send current UFOC and marketing materials; Companies are selected through a rigorous analysis and will be notified	No cost to selected companies	6
2A	Top 100 Franchises Program on www.worldfranchising.com	Companies in <i>Bond's Top 100 Franchises</i> will be notified to participate in this program	\$300/year	6
2B	Franchisor Logo on Cover of <i>Bond's Top 100 Franchises</i>	Companies in <i>Bond's Top 100 Franchises</i> will be notified to be featured on book cover	\$900/edition	6
3	Franchisor Profile in 50 Under 50 Program on www.worldfranchising.com	Contact us by phone or email; program only applies to companies with less than 50 operating units	\$250/ 6-mos. or \$350/year	7
4	Franchisor Earnings Claim Statement in <i>"How Much Can I Make?"</i>	Mail earnings claim statement (UFOC - Item #19) to our address	No cost	7
4A	Franchisor Logo on Cover of <i>"How Much Can I Make?"</i>	Contact us by phone or email	\$600/edition	7
4B	Banner Ad in Franchise Spotlight (www.ufocs.com)	Contact us by phone or email	\$400/year	7
5	Sponsorship for National Minority Franchising Initiative	Contact us by phone or email	\$7,500/year	8
6	Franchisor Profile on www.franchiseintl.com and in <i>Bond's International Franchise Guide</i>	Download materials from www.franchiseintl.com/participation.htm	\$1,000/year	8
6A	Franchisor Logo on Cover of <i>Bond's International Franchise Guide</i>	Contact us by phone or email	\$1,000/edition	8
6B	Banner Ad in Franchise Spotlight (www.franchiseintl.com)	Contact us by phone or email	\$500/year	9
7	World Franchising Partner – Attorney Profile on www.franchisingattorney.com and in <i>Bond's Franchise Guide</i>	Download materials from www.franchisingattorney.com/participation.htm	\$300/year (1-3 profiles); \$50/ add'l profiles	9
7A	Banner Ad in Franchise Spotlight (www.franchisingattorney.com)	Contact us by phone or email	\$400/year	9
8	World Franchising Partner – Consultant/ Service Provider Profile on www.franchisingconsultant.com and in <i>Bond's Franchise Guide</i>	Download materials from www.franchisingconsultant.com/participation.htm	\$300/year	10
8A	Banner Ad in Franchise Spotlight (www.franchisingconsultant.com)	Contact us by phone or email	\$400/year	10
9	Banner Ad in Franchise Spotlight (World Franchising Newsletter)	Download materials from www.worldfranchising.com/newsletterpart.htm	\$250/issue	11

ADVERTISING OPTIONS

1) Franchisor Profile on www.worldfranchising.com and in *Bond's Franchise Guide*

www.worldfranchising.com

The site lists detailed profiles on more than 1,000 North-American franchisors. The profiles are sorted by five search criteria – name, industry type, total investment, franchising fee and total units – for easy comparison. The site is unquestionably the most exhaustive and up-to-date source of information on active franchisors.

Each participating franchisor submits a 41-point questionnaire that details their company's background, capital requirements, level of training and assistance, franchisee evaluation criteria, areas of geographic expansion and much more.

The inclusion of each company's 4-color logo and a hot link to its homepage provides immediate recognition of its name and logo and allows visitors to access its franchise system quickly and easily.

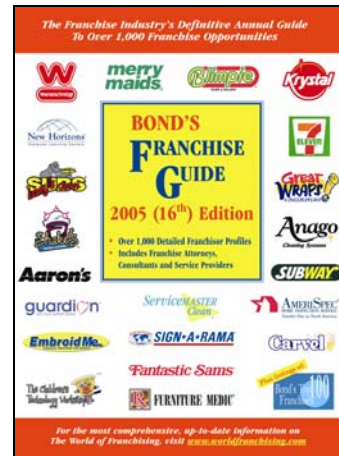


Bond's Franchise Guide

In addition to the prominent Web space that franchisors will receive on www.worldfranchising.com, each franchisor profile will also be published in the 2006 (17th) Edition of *Bond's Franchise Guide*.

Bond's Franchise Guide, considered by many as the "bible of the franchising industry," is the only franchise directory marketed in the book section (rather than the magazine and periodical section) of major bookstores.

We anticipate 10,000 – 12,000 copies of *The Guide* will be sold through bookstore and library sales, franchise shows, online bookstores, outplacement firms and direct mail.



Participating franchisors receive the following benefits:

- An immediate 1-year franchisor profile on www.worldfranchising.com, which includes a 4-color logo and a hot link lead generator that takes visitors directly to the franchisor's homepage.
- Website profile updates throughout the year at no charge.
- Access to prospective franchisees via the Franchise Expediter™, an online program that gathers critical personal information from potential franchisees before they request additional information from you.
- A detailed franchisor profile, including a black-and-white company logo, in the 2006 (17th) Edition of *Bond's Franchise Guide*.
- A complimentary copy of the 2006 (17th) Edition of *Bond's Franchise Guide* (a \$29.95 value) upon publication.

- Consideration for inclusion in the 2006 (2nd) Edition of *Bond's Top 100 Franchises*, an annual publication that focuses on the top 100 franchises in the food, retail and service industries.

The tangible results of participating in the online and print listings are qualified leads from prospects who already know: 1) your geographic emphasis; 2) the investment required; 3) the training given; 4) services provided and 5) enough in-depth background data to be truly interested and informed *before* requesting additional information.

Participation:

The annual cost of participation on www.worldfranchising.com and in *Bond's Franchise Guide* is \$500.

To participate, simply submit the following materials:

- Franchisor Questionnaire and Response Form (download from www.worldfranchising.com/participation.htm)
- Your 4-color and black-and-white company logos (enclosed on a floppy disk/CD-ROM or emailed to logos@worldfranchising.com)

Fax materials to Source Book Publications at (510) 839-2104 or mail them to our address.

1A) Franchisor Logo on Cover of *Bond's Franchise Guide*

The front cover of *Bond's Franchise Guide* features the 4-color logos of 21 franchisors.

Participation:

The cost to be featured on the cover is \$900. Franchisors featured on the cover of the previous year's edition have the right of first refusal. Please contact us by phone or email for more information.

1B) Banner Ad in Franchise Spotlight (www.worldfranchising.com)

The Franchise Spotlight highlights 12 franchisor logos on the www.worldfranchising.com website. On the homepage and all primary pages, the logos rotate randomly to fill the four Franchise Spotlight spots, with each logo accompanied by a brief description of the franchise. On all Franchise Directory search pages, the logos rotate randomly to fill 12 spots.

Visitors clicking on a logo will go to the participating franchisor's homepage or profile on www.worldfranchising.com.

There are over 200 pages on which the Franchise Spotlight appears. These include:

- The homepage (1 page)
- Franchise Directory (5 search criteria, 90 search pages).

The vast majority of visitors spend most of their time on the extensive search pages, which include:

- 1) Alphabetical, which links to 27 search pages
 - 2) Industry Type, which links to 45 search pages
 - 3) Average Total Investment, which links to 7 search pages
 - 4) Average Franchise Fee, which links to 4 search pages
 - 5) Total Units, which links to 8 search pages
- Top 100 Franchises Program (104 pages).
 - 50 Under 50 Program (1 page).

Participation:

The cost of a Franchise Spotlight banner ad on www.worldfranchising.com is \$1,500 for six months or \$2,500 per year. Prior to contract expiration, participating franchisors will have 30 days to exercise their right of first refusal to renew their listing at the then-applicable rates. Please contact us by phone or email for more information.



2) Franchisor Write-Up in *Bond's Top 100 Franchises*

Given that there are over 2,300 active North American franchise systems, most potential franchisees need help finding a franchise that fits their particular needs. As the pre-eminent publisher of nine franchising books, Source Book Publications provides readers with a place to start.

Our staff has broken the franchising industry into three major segments: food, retail and service. A rigorous, in-depth analysis is performed within each group to determine what we feel are the top 100 franchises within the franchise industry. We evaluate companies on the basis of historical performance, brand equity, market dynamics, franchisee satisfaction, level of initial training, on-going support, and financial stability. We only evaluate companies with over 40 operating units.

Participation:

To be considered for inclusion in *Bond's Top 100 Franchises*, please forward the following materials to our address: 1) current UFOC and Franchise Agreement and 2) Marketing/Promotional Package sent to prospective franchisees.

While there is no cost for inclusion as a *Top 100* franchise, only those companies listed on www.worldfranchising.com are considered for inclusion.

2A) Top 100 Franchises Program on www.worldfranchising.com

Each of the companies in the *Bond's Top 100 Franchises* publication can also choose to be highlighted on www.worldfranchising.com under the Top 100 Franchises Program, which is accessed by approximately 30% of the site's visitors. The franchisor write-ups on the website are exact reproductions of the write-ups contained in the publication.

Participating franchisors on the website receive the following benefits:

- A 1-year listing of their Top 100 write-up in the Top 100 Franchises Program on www.worldfranchising.com. The write-up is accessible from either the program or from their franchisor profile.
- A unique, Top 100 logo accompanying its directory listing in *Bond's Franchise Guide* to indicate its status as a Top 100 franchise.

Participation:

Companies in the *Bond's Top 100 Franchises* publication will be notified to participate in the Top 100 Franchises Program on www.worldfranchising.com. The annual cost for companies to participate in the program is \$300.

2B) Franchisor Logo on Cover of *Bond's Top 100 Franchises*

The front cover of *Bond's Top 100 Franchises* features the 4-color logos of 19 franchisors.

Participation:

Companies in *Bond's Top 100 Franchises* will be notified to participate on the book cover. The cost to be featured on the cover is \$850. Franchisors featured on the cover of the previous year's edition have the right of first refusal.



3) Franchisor Profile in 50 Under 50 Program on www.worldfranchising.com

We feel that prospective franchisees can achieve far greater financial rewards with a well-chosen, growing franchise than one that may have already reached its potential. The 50 Under 50 Program on www.worldfranchising.com promotes 50 franchisors that have less than 50 operating units, and which, we believe, provide great potential for new franchisees.

The 50 Under 50 Program is one of the most popular features on www.worldfranchising.com. Approximately 15-20% of the site's visitors access the franchisor profiles listed in the program.

Participation:

Franchisors that have less than 50 operating units can participate in the 50 Under 50 Program. The cost of a 50 Under 50 Program listing is \$250 for six months or \$350 per year. Please contact us by phone or email for more information.



4) Franchisor Earnings Claim Statement in *"How Much Can I Make?"*

"How Much Can I Make?" is an invaluable insider's guide that details historical sales, expenses and/or profit data on actual franchise operations.

Over 130 recent earnings claim statements in their entirety are included for the food-service, retail and service-based industries. As a result of reviewing these results, prospective franchisees will gain in-depth knowledge regarding the true economics of running a franchise or their own small business.

Participation:

There is no cost to include a franchisor's earnings claim statement in the publication. Please mail earnings claim statements (UFOC – Item #19) to our address.



4A) Franchisor Logo on Cover of *"How Much Can I Make?"*

The front cover of *"How Much Can I Make?"* features the 4-color logos of 21 franchisors.

Participation:

The cost to be featured on the cover is \$700. Franchisors featured on the cover of the previous year's edition have the right of first refusal. Please contact us by phone or email for more information.

4B) Banner Ad in Franchise Spotlight (www.ufocs.com)

The earnings claim statements in *"How Much Can I Make?"* are also available for purchase on www.ufocs.com. The www.earningsclaim.com homepage features 12 company logos that rotate randomly to fill 4 spots, with each logo accompanied by a brief description of the company.

Participation:

The cost of a 12-month banner ad on www.ufocs.com is \$400. Please contact us by phone or email for more information.

5) Sponsorship for the National Minority Franchising Initiative

The National Minority Franchising Initiative is a focused, multi-faceted program to recruit minority franchisees. The program, which is underwritten by 12 – 15 national franchisors, includes a website (www.minorityfranchising.com), a publication (*Minority Franchise Guide*) and a series of 10 seminars throughout the United States. The sponsors are heavily highlighted on the website and in the book, and act as panelists at the seminars, where they meet one-on-one with seminar attendees. Articles written for national publications also highlight the Initiative's sponsors.

Participation:

Annual sponsorship is \$7,500, depending upon the level of participation selected.



6) Franchisor Profile on www.franchiseintl.com and in *Bond's International Franchise Guide*

www.franchiseintl.com and its complementary publication, *Bond's International Franchise Guide*, are the only directories that identify and highlight franchisors committed to franchising internationally. To maximize distribution, the book will be distributed for a modest cost at all major international franchise show.

Participating franchisors receive the following benefits:

- An immediate, 1-year profile on www.franchiseintl.com, which includes a 4-color logo and a hot link lead generator that takes visitors directly to the franchisor's homepage.
- A detailed franchisor profile, including a black-and-white company logo, in *Bond's International Franchise Guide*.
- A 4-color, full-page ad in *Bond's International Franchise Guide*.



Participation:

The annual cost of participation on www.franchiseintl.com and in *Bond's International Franchise Guide* is \$1,000.

To participate, simply submit the following materials:

- International Franchisor Questionnaire and Response Form (download from www.franchiseintl.com/participation.htm)
- Your 4-color and black-and-white company logos and full page 4-color artwork (enclosed on a floppy disk/CD-ROM or emailed to logos@worldfranchising.com)

Fax materials to Source Book Publications at (510) 839-2104 or mail them to our address.

6A) Franchisor Logo on Cover of *Bond's International Franchise Guide*

The front cover of *Bond's International Franchise Guide* features the 4-color logos of 21 franchisors.

Participation:

The cost to be featured on the cover is \$1,000. Franchisors featured on the cover of the previous year's edition have the right of first refusal.

6B) Banner Ad in Franchise Spotlight (www.franchiseintl.com)

The www.franchiseintl.com homepage features 12 company logos that rotate randomly to fill 4 spots, with each logo accompanied by a brief description of the company. On all Franchise Directory pages, the logos rotate randomly to fill 12 spots.

Participation:

The cost of a 12-month banner ad on www.franchiseintl.com is \$500. Please contact us by phone or email for more information.

7) World Franchising Partner - Attorney Profile on www.franchisingattorney.com and in *Bond's Franchise Guide*

www.franchisingattorney.com is the only site dedicated solely to franchise industry attorneys. It features a comprehensive and fully searchable database sorted by attorney name, firm name, legal services provided and geographic location. To ensure widespread exposure, the site is cross-linked with www.worldfranchising.com and www.franchisingconsultant.com, the only website devoted solely to franchise consultants and service providers.



Participating attorneys receive the following benefits:

- An immediate 1-year firm profile and attorney profile(s) on www.franchisingattorney.com, which includes a 4-color logo and a hot link lead generator that takes visitors directly to the firm's homepage.
- Website profile updates throughout the year at no charge.
- Firm profile and attorney profile(s), including a black-and-white logo, in the 2006 (17th) Edition of *Bond's Franchise Guide*.
- A complimentary copy of the 2006 Edition of *Bond's Franchise Guide* (a \$29.95 value) upon publication.
- A complimentary copy of the 2005 Edition of *"How Much Can I Make?"* (a \$29.95 value).

Participation:

The annual cost of a World Franchising Partnership on www.franchisingattorney.com and in *Bond's Franchise Guide* is \$300.

To participate, simply submit the following materials:

- World Franchising Partner Questionnaire (download from www.franchisingattorney.com/participation.htm)
- Your 4-color and black-and-white firm logos (enclosed on a Floppy Disk/CD-ROM or emailed to partners@worldfranchising.com)

Fax materials to Source Book Publications at (510) 839-2104 or mail them to our address.

7A) Banner Ad in Franchise Spotlight (www.franchisingattorney.com)

The www.franchisingattorney.com homepage features 12 company logos that rotate randomly to fill 4 spots, with each logo accompanied by a brief description of the company. On all Attorney Directory search pages, the logos rotate randomly to fill 12 spots.

Participation:

The cost of a 12-month banner ad on www.franchisingattorney.com is \$400. Please contact us by phone or email for more information.

8) World Franchising Partner – Consultant/Service Provider Profile on www.franchisingconsultant.com and in *Bond's Franchise Guide*

www.franchisingconsultant.com is the only site dedicated solely to franchise industry consultants and service providers. It features a comprehensive and fully searchable database sorted by company name, industry type and geographic location. To ensure widespread exposure, the site is cross-linked with www.worldfranchising.com and www.franchisingattorney.com, the only website devoted solely to franchise attorneys.

Participating consultant/service providers receive the following benefits:

- An immediate 1-year consultant/service provider profile on www.franchisingconsultant.com, which includes a 4-color logo and a hot link lead generator that takes visitors directly to the consultant/service provider's homepage.
- Website profile updates throughout the year at no charge.
- Consultant/service provider profile, including a black-and-white logo, in the 2006 (17th) Edition of *Bond's Franchise Guide*.
- A complimentary copy of the 2006 Edition of *Bond's Franchise Guide* (a \$29.95 value) upon publication.
- A complimentary copy of the 2005 Edition of *"How Much Can I Make?"* (a \$29.95 value).

Participation:

The annual cost of a World Franchising Partnership on www.franchisingconsultant.com and in *Bond's Franchise Guide* is \$300.

To participate, simply submit the following materials:

- World Franchising Partner Questionnaire (download from www.franchisingconsultant.com/participation.htm)
- Your 4-color and black-and-white company logos (enclosed on a floppy disk/CD-ROM or emailed to partners@worldfranchising.com)

Fax materials to Source Book Publications at (510) 839-2104 or mail them to our address.

8A) Banner Ad in Franchise Spotlight (www.franchisingconsultant.com)

The www.franchisingconsultant.com homepage features 12 company logos that rotate randomly to fill 4 spots, with each logo accompanied by a brief description of the company. On all Consultant Directory search pages, the logos rotate randomly to fill 12 spots.

Participation:

The cost of a 12-month banner ad on www.franchisingconsultant.com is \$400. Please contact us by phone or email for more information.

9) Banner Ad in Franchise Spotlight (World Franchising Newsletter)

The World Franchising Newsletter is a free monthly newsletter that features the latest franchise opportunities, industry statistics, expert analysis, market research and much more. Each month, the newsletter is distributed to over 8,000 subscribers via email. New subscribers have been subsequently added to our mailing list.



To ensure widespread circulation, the newsletter is also available on www.worldfranchising.com for the general public to view. We expect a substantial increase in the number of subscribers and newsletter traffic in the next few months. We are confident that all companies featured in the newsletter will benefit from the exceptional exposure.

The World Franchising Newsletter offers advertisement space for franchisors or service professionals of the franchising industry. This is an extremely cost-effective way to promote your franchise system to prospective franchisees. Each month, we will feature 5 banner ads in the Franchise Spotlight section of the newsletter. Participating companies receive the following benefits:

- Prominent display of your 4-color company logo, business description and link to your detailed profile on www.worldfranchising.com.
- Direct exposure to over 8,000 subscribers, including prospective franchisees, franchisors and service professionals of the franchising industry.
- Permanent display of your advertisement in the World Franchising Newsletter Archive on www.worldfranchising.com.



Participation

The special introductory cost of a banner ad in the Franchise Spotlight section of the World Franchising Newsletter is \$250 per issue. We will contact you to confirm the issue in which your advertisement will appear. To ensure fresh content in each issue, please note that all featured companies must wait at least 2 months before re-advertising in the newsletter.

To participate, simply submit the following materials:

- Newsletter Participation Form (download from www.worldfranchising.com/participation.htm)

Fax materials to Source Book Publications at (510) 839-2104 or mail them to our address.

CONTACT INFORMATION

For additional information, please contact Annabelle Louie at (510) 839-5471 or by email at alouie@worldfranchising.com.

SOURCE BOOK PUBLICATIONS

Serving the Franchising Industry

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