

2009 DominosTalkForums™ Price Information

For several years, we've had some limited advertising opportunities available on DominosTalk. With the recent expansion of the site, we've opened up some new opportunities for high-exposure, low cost, well-targeted advertising. As a small business, we realize the importance of getting the most bangs for your buck when it comes to advertising. We believe that our advertising options are some of the best values available today!

New simplified pricing has arrived. Pick your banner ad then look on page 2 for more options. The more you add the better the discount.

You may also call our Sales Manager and let him know your goals, budget and ask him to put together a package that suits your needs.

Please contact our Sales Manager Joe Kuester 888-473-9333 Ext. 330 or dtfjoe@comcast.net

We have something new our JUMBO is a one of a kind banner.


Banner Ad Pricing

Ad Type	Size in pixels (w x h)	6-month Pricing	1-year Pricing	Comments
Jumbo	650 x 175	\$2,000	\$4,000	NEW Size Very top and large.
Large	500 x 150	\$1,300	\$2,500	
Medium	425 x 150	\$800	\$1,750	
Small	280 x 75	\$700	\$1,300	
Footer - Large	500 x 150	\$800	\$1,500	Our footer ads appear everywhere. Our other ads do not. Sign in sign out screens most application pages. Do NOT be fooled by the word footer
Footer - Med.	425 x 100	\$900	\$1,500	
Skyscraper Side bar	150 x 250	\$1000	\$2000	
Side Bar - Large	150 x 150	\$700	\$1,400	
Side Bar - Med.	150 x 125	\$500	\$900	
Side Bar - Small	150 x 75	\$280	\$500	
Side Bar - Logo & URL only	150 x 60	\$200	\$300	
Anywhere - Logo & URL	150 x 60	\$150	\$250	

All ads rotate with up to three (3) Sponsors except for the Jumbo, which rotates, with 1 other. Side bar ads are stacked in no special order. The skyscraper is always top.

Now that you have your banner selected, pick some options below. Discounts are given if you purchase more than one.

Marketing Options

Video (2 minutes)	Here is your chance to become the next Billy Mays. Please ask about tech specs.	ASK	This video will NOT be displayed on DominosTalkForums. We will design an ad that will direct them to the video site
LIVE Chat with DTF Members	Announce and promote your company's news, products and/or services with a LIVE 30-60 minute chat with DTF members. DTF staff will be on hand to assist with and monitor the event.	\$ 250 each	Includes a complimentary banner ad on the forums promoting the chat, in addition to two e-mails to franchisees promoting the chat.
DTF E-mail List Rental	DTF will send out your company's e-mail to its member database.	\$ 250 each	<u>Restrictions and design standards apply. Contact us for details.</u>
Sponsorship of Selected Forums	You can sponsor a selected forum which would say: "This forum brought to you by (YOUR COMPANY NAME)	\$500 year	If possible we will include your logo.
Spot Ad Announcement	400X400 one time coupon or offer. Push a new product; offer a limited time offer or just anything you want. Placement will be our choice. Even if you are a sponsor or not you will find value in this selection	\$100 week Up to 4 weeks.	
Deluxe Logo Placement	When Franchisees talk about a product or service that you offer, we will place your logo in the Thread.	\$25 each Min of four	Example: A discussion starts about insurance. At our discretion we will place your logo directly on that thread
Floating Thread Ads	Threads or conversations WILL CONTAIN A MENTION OF YOUR COMPANY OR PRODUCT a minimum of 7 times per week.	\$500 per month	This is NOT like the above. This will take up an entire thread row. We will place it only in the most widely read Category
Your Own Forum	By far the greatest concept. You will have you very own forum. You and potential customers can use your forum for pre purchase questions. OR you can post a weekly column about your product and services.	\$500 Per year	Restrictions do apply.
Sponsor a Forum	Sponsor any of our various forums. We will place the words "This forum is sponsored by_____.. Along with a link to your website. Depending on the forum the cost is flexible depending on which forum it is.	\$250 to \$1000	6 month and 12 month plans
Newsletter Sponsorship	All members receive a monthly newsletter	\$200 per month	Discounts given for multiple months
Place an ad in the Newsletter	425 X 150 280 X 75	\$200 \$150 per mo	No flash or animated gif.
Our official DominosTalk baseball cap	OFFICIAL DOMINOSTALK.COM LEGACY CAP Navy Blue with gold stitched lettering . One size fits all 100% Acrylic Twill, with adjustable strap	\$29	This covers the hat, BOX (no crushed hats) tax, handling, shipping costs. All major credit cards and Pay Pal accepted. 

Please note that the ads placed on the Portal/Home Page are a special bonus from us.

We do not sell advertising space on our Portal/Home Page.



Why DominosTalkForums Advertising?

<http://www.dominostalkforums.com>

- ◆ DominosTalk is the recognized forum where hundreds of franchisees network, research and post opinions. They are searching for answers and solutions to their products and services questions.
- ◆ **Because we are a message board that consists of repeated postings and a need for more information, DominosTalk has an average of 1,666 visits a day! Every week!**
- ◆ Forum Page Views: 44,988 (July 2009)
- ◆ Average time spent on DominosTalkForums: 36 Minutes 11 Seconds (July 2009)
- ◆ Average Views per visitor 10.0 (July 2009)
- ◆ **You can receive your own FORUM, where you can write informative articles, ask questions, post pricing specials, give industry updates and network with franchisees.**
- ◆ We offer the very best way for you to reach the Domino's Pizza Franchisees.
- ◆ We track all of your ad clicks and ad impressions, and you have complete access to this information.
- ◆ Franchisees have *immediate* access to your web site and contact info through your ad web links.
- ◆ More and more franchisees are moving online. There are 600+ members in the DT forums, and that represents more than 4000 stores. More franchisees join each week. These are all Domino's team members, 98 percent of whom are franchisees.
- ◆ Your opportunities for targeted advertising are numerous and endless (i.e., an oven vendor can write a post about troubleshooting oven repairs, a financing vendor can advertise on a post where franchisees discuss financing options, etc.)
- ◆ We provide excellent customer service, and we welcome your feedback for more ways you can reach your customer goals through DominosTalk.
- ◆ Your ad is continuous and will be seen repeatedly by franchisees.
- ◆ We work with your budget: we have custom packages of all sizes and prices.
- ◆ We are very flexible. If you have an ad designed that does not fit in our size category, we can quote you're a price for the ad you have.
- ◆ We offer ad design consultation at no extra charge.
- ◆ You can submit a new or updated ad as many times as you wish, and we will post your new ads at no extra cost.



DominosTalkForums

Banner Ad Side Guide

(All banner ad sizes are in pixels)

150 X 60

Logo Sidebar

150 X 125

**Medium
Sidebar**

280 X 75

Small Banner

150 X 75

Small Sidebar

425 X 100

Medium Footer

150 X 250

**Skyscraper
Sidebar**

150 X 150
Large Sidebar

425 X 150

Medium Banner

500 x 150

Large Banner

650 x 175

Jumbo Banner