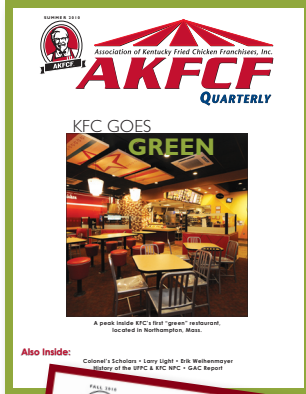


2011 MEDIA PLANNER



Also Inside: Service Awards • Spring Dinner • Jim Sullivan • GAC Report



Also Inside: Colonel's Scholars • Larry Light • Dick Wehmsmeyer • History of the KFC & KFC NPC • GAC Report



Also Inside: Original Recipe and the Colonel's Liked, Both Items Introduced by Jim Herman. Together, the two programs resulted in the QSR industry's first franchisee-led and KFC consumer-led QSR industry. The Restaurant, and look out! We'll be there. Search for us all. Membership Has Its Privileges... AKFCF of the Future. Regions Report • GAC Report

WHY SHOULD YOU ADVERTISE IN AKFCF QUARTERLY?

The **AKFCF** is very much a family affair. Members care deeply about their business and each other. Each issue of the **Quarterly** is a celebration of that family atmosphere – on both the business and personal fronts.

Dedicated to their needs and their successes, **AKFCF Quarterly** provides a forum for franchisees to share ideas and experiences, to keep them informed on franchise business, and to give them the information they need to thrive in today's competitive, quick-service industry. Real world experiences, overviews of the latest equipment, human-interest stories, business and technology advice, and regional news keep the franchisee connected and involved. That's why 90% of franchisees read the **Quarterly** from cover to cover.

From its launch as a newsletter in 1980, the **AKFCF Quarterly** has grown in size and status to one of the leading trade association publications in its field. This vital communication tool for the Association is an excellent platform for vendors to showcase their products and services to the franchisee.

Readership

The **AKFCF** is composed of seven U.S. regional associations. Membership in a regional association automatically entitles a KFC franchisee to the full benefits of membership in the **AKFCF**, which includes a subscription to the **AKFCF Quarterly** magazine. Reader survey results show **AKFCF Quarterly** readers have unprecedented purchasing power.

98.0% of KFC franchisees are actively involved in the purchasing process, and 84.7% make the final purchasing decision.

Advertising Contacts:

Companies A-K:

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770.431.0867, ext. 212
aileen@lionhrtpub.com

Companies L-Z:

Sharon Baker
813.852.9942
sharonb@lionhrtpub.com

HISTORY OF AKFCF

The Association of Kentucky Fried Chicken Franchisees, Inc. was formed in 1974. The **AKFCF** membership is unique with its sense of "family" firmly rooted in the values of Colonel Sanders. The Mission Statement clearly defines its role: "The mission of the Association of Kentucky Fried Chicken Franchisees, Inc. is to unite KFC franchisees worldwide and to protect and advance their interests."

Over the years, the **AKFCF** has encountered many challenges along with its growth. These challenges were met with a spirit of solidarity and determination to succeed.

2011 MEDIA PLANNER



2011 Editorial Calendar

(Subject to change)

ISSUE	MAIN THEME	OTHER TOPICS	
SPRING	2011 Convention	• Shining Stars	• Service Awards
SUMMER	Marketing	• Local Advertising Committee	• Colonel's Scholars
2012 RESOURCE GUIDE - Mailed with the Fall Issue			
FALL	Operations	• Customer Service	• Best Practices
WINTER	Convention Preview	• Year in Review	• Reality Checks

2011 Advertising Rates

All rates are net.

	1X	2X	4X
Two-page spread			
4-color	\$4,324	\$4,108	\$3,892
Full page			
b/w	\$2,404	\$2,284	\$2,164
2-color	\$2,501	\$2,376	\$2,251
4-color	\$2,758	\$2,620	\$2,482
2/3 page			
b/w	\$1,683	\$1,599	\$1,515
2-color	\$1,750	\$1,663	\$1,575
4-color	\$1,989	\$1,890	\$1,790
1/2 page			
b/w	\$1,398	\$1,328	\$1,258
2-color	\$1,547	\$1,470	\$1,392
4-color	\$1,718	\$1,632	\$1,546
(horizontal, island or vertical)			
1/3 page			
b/w	\$1,115	\$1,059	\$1,004
2-color	\$1,295	\$1,230	\$1,166
4-color	\$1,491	\$1,416	\$1,342
(square or vertical)			
Professional Services Business Card			
4-color	_____	\$275	\$248

Advertising Due Dates:

(Subject to change)

SPRING 2011	SUMMER 2011	2012 RESOURCE GUIDE	FALL 2011	WINTER 2011
Ad Closing Date:	Ad Closing Date:	Ad Closing Date:	Ad Closing Date:	Ad Closing Date:
February 14, 2011	May 23, 2011	August 9, 2011	August 9, 2011	November 1, 2011
Ad Materials Due:	Ad Materials Due:	Ad Materials Due:	Ad Materials Due:	Ad Materials Due:
February 21, 2011	May 30, 2011	August 16, 2011	August 16, 2011	November 8, 2011

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Advertising Submission

AKFCF Quarterly goes directly to plate from disk. There is no film. Advertising rates quoted are for electronic media only.

Ad Sizes	
Ad Sizes	Width x Depth (Inches)
<i>Publication trim size:</i> 8-1/2 x 10-7/8	
Spread	17-1/4 x 11-1/8
Full page (bleed)	8-3/4 x 11-1/8
Full page (non-bleed)	7-3/8 x 10
2/3 page	4-3/4 x 10
1/2 page island	4-7/8 x 7
1/2 page vertical	3-5/8 x 10
1/2 page horizontal	7-3/8 x 4-7/8
1/3 page vertical	2-3/8 x 10
1/3 page square	4-7/8 x 4-7/8
Business Card	3-1/2 x 1-3/4

Via E-mail To:
production@lionhrtpub.com

We also accept materials on **CD-ROM** and **DVD**.

Mail to:
Advertising Department
Lionheart Publishing, Inc.
506 Roswell Street, Suite 220
Marietta, GA 30060

INSTRUCTIONS TO SEND FILES ELECTRONICALLY:

Via FTP
FTP server: [ftp.orms-today.com](ftp://client.orms-today.com)
Username: client@orms-today.com
Password: h5w29

Via Web Browser
URL: <ftp://client.orms-today.com@orms-today.com>
Password: h6w29

Send e-mail confirmation to:
production@lionhrtpub.com

IMPORTANT

Publisher will not be held responsible for any color changes appearing in print if a color match proof has not been submitted.

File Formats

Files should be formatted as high-resolution (300 dpi) JPG, EPS, TIFF or press-optimized PDF. Color images must be saved in CMYK.

We cannot accept files in Microsoft Publisher, PowerPoint, Word or any other application that will not export to EPS, PS or TIFF formats.

Advertisers must include all fonts, files of placed or imported images or graphics, and other support files.

Bleed: minimum of 1/8" added to each edge.
Live Area: minimum of 1/4" in front of trim.

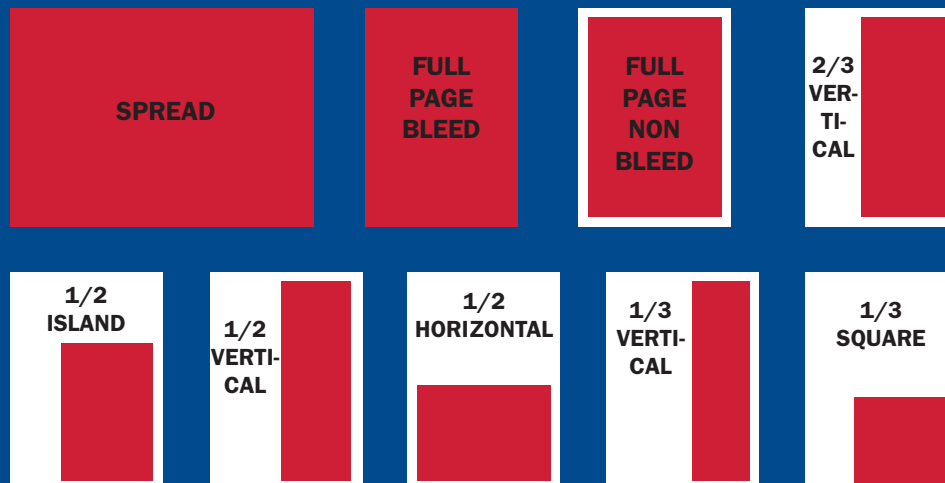
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Terms & Conditions

- The Publisher reserves the right to reject or cancel any advertisement that does not meet the Publisher's standards, for any reason at any time.
- The Publisher makes no warranty on the space purchased except to provide that space for the Advertiser's purpose as specified by this agreement.
- The Publisher assumes no liabilities and makes no representation of the products or services advertised.
- The Publisher is not responsible for any discrepancies or errors in advertisements supplied by the Advertiser or their Agent.
- The Publisher reserves the right to request 50% up-front payment from new and infrequent advertisers.
- Advertisers displaying KFC Corporation and/or Yum! Brands registered trademarks in their advertisements hereby warrant that they do so under the authority and authorized use policies of KFC Corporation and Yum! Brands, and hold harmless the AKFCF, Inc. and/or Lionheart Publishing, Inc. for any misuse or damages resulting from misuse.
- In consideration of publication of an advertisement, the Advertiser and Agency, jointly and severally, will indemnify and hold blameless the AKFCF, Inc., **AKFCF Quarterly**, Lionheart Publishing, Inc., their officers agents and employees against any loss, damages and expense resulting from the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.
- The Publisher is not liable for delays in delivery and/or non-delivery in the event of any condition beyond the control of the Publisher.

Storage

- Artwork and other reproduction materials will be destroyed 12 months after last use.

Cancellation & Contract Terms

- Cancellations of advertising must be made in writing and are not accepted after ad closing date.
- Any cancellations of space must be made in writing prior to the space reservation deadline. All cancellations are confirmed within 24 hours and confirmation of cancellation may be required to ensure non-billing of space. If contracts with a frequency discount are not completed in full, the rate for the insertions completed will be applied and charged.

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