



# ADVERTISING IN IHFA INSIGHT



Insight Magazine is published quarterly and sent to Hardee's Franchisees and Associate Members.

All ads must be confirmed by a signed Advertising Reservation Form.

Placement of ads in the magazine will be at the discretion of Insight Publishers.

*Insight is also available digitally and is posted to [ihfa.com](http://ihfa.com) after each issue.*

## PUBLICATION CALENDAR

### Material Deadline

February 13, 2026

June 12, 2026

September 11, 2026

November 13, 2026\*

### Distribution Date

March 2026

July 2026

November 2026

December 2026\*

**\*VENDOR  
DIRECTORY\***

### PREMIUM LOCATION

Premium advertising locations may be purchased for an additional \$250/issue for the outside back cover (1/2 page only). This location will be assigned on a first-come, first-serve basis.

## PRICING

Full Page: \$750

Half Page: \$500

One-Fourth Page: \$250

## AD SIZES (WXH)

Full Page: 8.5" x 11"

Half Page: 7.25" x 4.875"

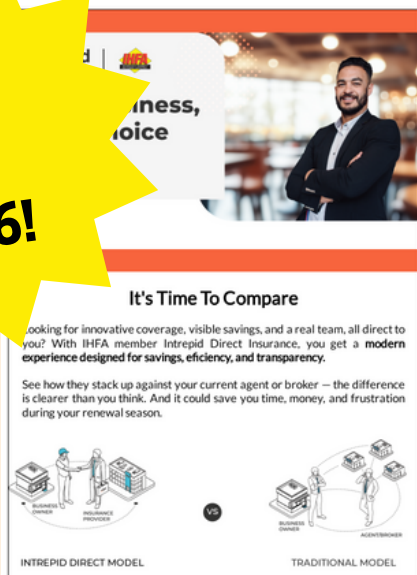
One-Fourth Page: 2.57" x 4.625"

**Ads must be submitted as a high resolution PDF file.**

**If any additional design work required - additional charges may apply**



**NEW  
FOR  
2026!**



## **CUSTOM E-BLAST SENT TO ALL IHFA FRANCHISEE MEMBERS**

### **INSTRUCTIONS FOR E-BLAST SUBMISSION**

- Needs to include:
  - Subject
  - Title
  - Content
  - PNG file images if applicable
- Half page of content is recommended
- Need two weeks notice prior to when you would like the e-blast to be sent.

### **E-BLAST RESERVATION FORM**

☐ 1st Quarter - \$450

☐ 2nd Quarter - \$450

☐ 3rd Quarter - \$450

☐ 4th Quarter - \$450



# ADVERTISING RESERVATION FORM

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## INSIGHT MAGAZINE

### MARCH

☐ Full Page: \$750

☐ Half Page: \$500

☐ One-Fourth: \$250

### JUNE

☐ Full Page: \$750

☐ Half Page: \$500

☐ One-Fourth: \$250

### OCTOBER

☐ Full Page: \$750

☐ Half Page: \$500

☐ One-Fourth: \$250

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## DIGITAL VENDOR DIRECTORY

### DECEMBER

☐ Full Page: \$750

☐ Half Page: \$500

**Advertisements  
will not run if  
they have not  
been paid in full.**

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**NAME :**

**COMPANY :**

**PHONE :**

**EMAIL :**

**MEMBERSHIP LEVEL :**

**TOTAL : \$**

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### QUESTIONS?

For all advertising inquiries,  
please contact Shelley Klein.  
E: [sklein@dc-kansascity.com](mailto:sklein@dc-kansascity.com)  
P: 913-387-5610

### PAYMENT

To pay with a check, please make check payable to *IHFA* and  
send to: **4919 Lamar Ave., Mission, KS 66202.**

Memo: IHFA Advertising.

To make a payment via credit card, please reach out to Shelley  
Klein at [sklein@dc-kansascity.com](mailto:sklein@dc-kansascity.com)