



ADVERTISING IN IHFA INSIGHT



Insight Magazine is published quarterly and reaches all Hardee's franchisees throughout the United States and Associate Members.

It is printed in 4-color process. 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 after each issue.

2022 PUBLICATION CALENDAR

Material Deadline	Distribution Date
February 2, 2022	March 2022
May 2, 2022	June 2022
September 20, 2022	October 2022*
November 1, 2022	December 2022

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: \$600

One-Fourth Page: \$350

PRODUCTION REQUIREMENTS

Ads must be submitted as a high resolution PDF file. Should additional design work be required, additional charges may apply.

AD SIZES (WXH)

Full Page: 8.5" x 11"

Half Page: 7.25" x 4.875"

One-Fourth Page: 2.57" x 4.625"



ADVERTISING RESERVATION

INSIGHT MAGAZINE

MARCH

- Full Page \$750
- Half Page - \$475
- One Fourth - \$350

JUNE

- Full Page \$750
- Half Page - \$475
- One Fourth - \$350

DECEMBER

- Full Page \$750
- Half Page - \$475
- One Fourth - \$350

DIGITAL VENDOR DIRECTORY

OCTOBER

- Full Page - \$450
- Half Page - \$300

NAME:

COMPANY:

MEMBERSHIP LEVEL:

PHONE:

EMAIL:

TOTAL: \$

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

QUESTIONS?

For all advertising inquiries, please contact Chalise Shaw-McClaran at the IHFA Central Office.

E: csmccclaran@dcj-kansascity.com
P: 913-387-5620

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 Chalise Shaw-McClaran- csmccclaran@dcj-kansascity.com