



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 after each issue.

2023 PUBLICATION CALENDAR

Material Deadline	Distribution Date
February 2, 2023	March 2023
June 2, 2023	July 2023
October 16, 2023	November 2023
November 1, 2023*	December 2023*

***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: \$400

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**



ADVERTISING RESERVATION FORM

INSIGHT MAGAZINE

MARCH

Full Page: \$750

Half Page: \$600

One-Fourth: \$400

JUNE

Full Page: \$750

Half Page: \$600

One-Fourth: \$400

OCTOBER

Full Page: \$750

Half Page: \$600

One-Fourth: \$400

DIGITAL VENDOR DIRECTORY

DECEMBER

Full Page: \$750

Half Page: \$600

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

NAME :

COMPANY :

PHONE :

EMAIL :

MEMBERSHIP LEVEL :

TOTAL : \$

QUESTIONS?

For all advertising inquiries,
please contact Shelley Klein.

E: 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