REWARDS NETWORK®

DINING PROGRAM WEBSITES

ADVERTISING FEATURES & GUIDELINES

Advertising Features: Overview

Rewards Network offers opportunities for additional exposure for your business through unique advertising features, helping to drive more customers to your restaurant.

These advertisements are available at no additional cost to you and are placed prominently on websites for our dining programs, including:

How to Request Advertising Features

Request through Sales

All advertising requests must be made through your Rewards Network Sales Representative, who will work closely with the Rewards Network Marketing team to make sure your advertisements are scheduled within a timely manner.

Submit before the 10th of the month

Advertising requests must be submitted before the 10th of the month to be considered for inclusion in next month's ad cycle.

For example: a request must be submitted by January 10 in order for an advertisement to go live on February 1.

Ads go live the 1st of the month

Advertisements go live on the first day of the month scheduled, with the exception of multi-unit promotional webpages, which are scheduled based on website development timelines.

Advertising Features: Requirements

Advertisement placement is contingent upon the Rewards Network Marketing team's receipt of the request and volume of requests within your area. Requesting a placement does not guarantee implementation; Rewards Network reserves the right to schedule as business warrants.

Search results advertisements and multi-unit promotional webpages require your approval prior to going live on the dining program websites.

- **Mockups (samples) will be sent to you** via your Rewards Network Sales representative for final approval.

- **You can request for the Rewards Network Marketing team to use your own photos** in the design of search results advertisements and multi-unit promotional webpages.

- For a search results website advertisement or multi-unit promotional webpage, **you can suggest ideas for what you would like to promote**, like events or specials.

- **Specific copy can be submitted for these types of advertisements** but may be adjusted to meet our style guides.

Advertising Features: Additional Details

Website advertisements are targeted by geographic region based on the IP (Internet Protocol) address of the user's computer.

For example, members viewing our partner websites in Chicago will only be able to view online advertisements scheduled in the Chicago region. You can find the geographic region of your computer's IP address by visiting **https://www.iplocation.net/find-ip-address**.

If you have any questions about advertising features on our websites, please contact your Rewards Network Sales Representative.

ADVERTISING FEATURES

SPOTLIGHT WEBSITE ADVERTISEMENTS

Spotlight Website Ads: Details

These advertisements highlight local restaurants to members on the homepage of Rewards Network's dining program websites.

- **Features one photo** from your restaurant's Rewards Network webpage

- Custom copy cannot be accepted

- **Runs for one month** on up to four Rewards Network dining program websites

- Advertisement directs the member to your restaurant's Rewards Network webpage

- **Geographically targeted** based on the restaurant's location and the member's IP address

Search Results Ads: Introduction

These advertisements feature restaurants in the member's geotargeted area and **promote your restaurant's brand, specials, and events** on the search results page of Rewards Network's dining program websites.

Search Results Ads: Details

- **You can submit your own photos and copy**, or create your own advertisement
  - **Dimensions: 995 x 65 pixels**
  - We reserve the right to edit the advertisement based upon partner marketing guidelines
- Suggested to **promote specials and events**, as members are more engaged with specific offers
- **Runs for up to three months** on up to four Rewards Network dining program websites
- Advertisement directs the member to your restaurant's Rewards Network webpage
- **Geographically targeted** based on restaurant's location and member's IP address
- Advertisement mockup **must receive your approval two full business days prior to the anticipated start date**
  - For example, approval must be submitted by March 30, 2016 in order for an advertisement to begin on April 1, 2016

ADVERTISING FEATURES

❯❯ MULTI-UNIT PROMOTIONAL WEBPAGES

Multi-Unit Promotional Webpages: Introduction

These brand-specific webpages are available to multi-units to promote your restaurant group's brand, specials, and events, with corresponding search results website advertisements directing to the page.

- Available for restaurant groups with **five or more locations** (including multi-concepts)

- **Features links to each location's Rewards Network webpage** – no external links are permitted

- **Webpage exists indefinitely** on up to four Rewards Network dining program websites. Search results advertisements directing to the webpage run for up to three months

- Search results **advertisements are geographically targeted** based on restaurants' locations and member's IP address

- Multi-unit promotional webpages and their corresponding search results advertisements **can be updated or renewed once a quarter** to **promote limited-time offers, add new locations, or update images**

- **If you provide photos and logos to Rewards Network for the webpage, you are claiming copyright ownership of the images** and grant Rewards Network the right to use those images within our marketing efforts for your business

Multi-Unit Promotional Webpages: Templates

Rewards Network offers multiple customizable multi-unit webpage templates to meet your business's concept and number of locations.

– These templates use shapes and shading to indicate the sections that make up each page, but **do not** contain the colors, fonts, text, or images which will make up the final design

– Each template is also accompanied by real-life examples of what the template can look like once all the design elements are in place
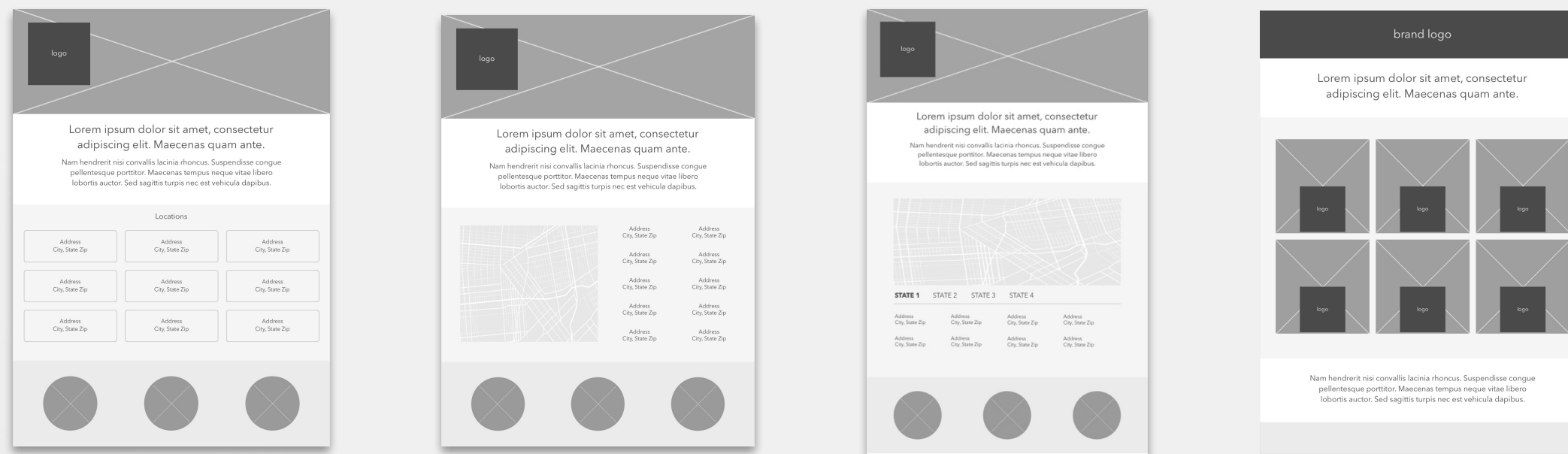
MULTI-UNIT PROMOTIONAL WEBPAGE TEMPLATES

TEMPLATE A: 5-8 LOCATIONS

BEST FOR BUSINESSES WITH MULTIPLE LOCATIONS OF THE SAME CONCEPT

Template A: 5-8 locations

Best for businesses with 5-8 locations of the same concept

Features
- An impactful header image
- Descriptive content
- A list of locations linked to their respective Rewards Network webpages
- Additional supporting images
- Your logo, fonts and colors

Assets needed
- Brand logo
- 4+ high-quality images (min. width 1000px)
  - restaurant exterior
  - restaurant interior
  - prepared menu items
- Brand colors
- Brand fonts

template

logo

header image

content

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas quam ante.

Nam hendrerit nisi convallis lacinia rhoncus. Suspendisse congue pellentesque porttitor. Maecenas tempus neque vitae libero lobortis auctor. Sed sagittis turpis nec est vehicula dapibus.

Locations

locations

Address City, State Zip	Address City, State Zip	Address City, State Zip
Address City, State Zip	Address City, State Zip	Address City, State Zip
Address City, State Zip	Address City, State Zip	Address City, State Zip

your fonts and colors

additional images

Template A: Examples

logo

header image

content

locations

additional images

REWARDS NETWORK.

MULTI-UNIT PROMOTIONAL WEBPAGE TEMPLATES

TEMPLATE B: 9-14 LOCATIONS

BEST FOR BUSINESSES WITH MULTIPLE LOCATIONS OF THE SAME CONCEPT

Template B: 9-14 locations
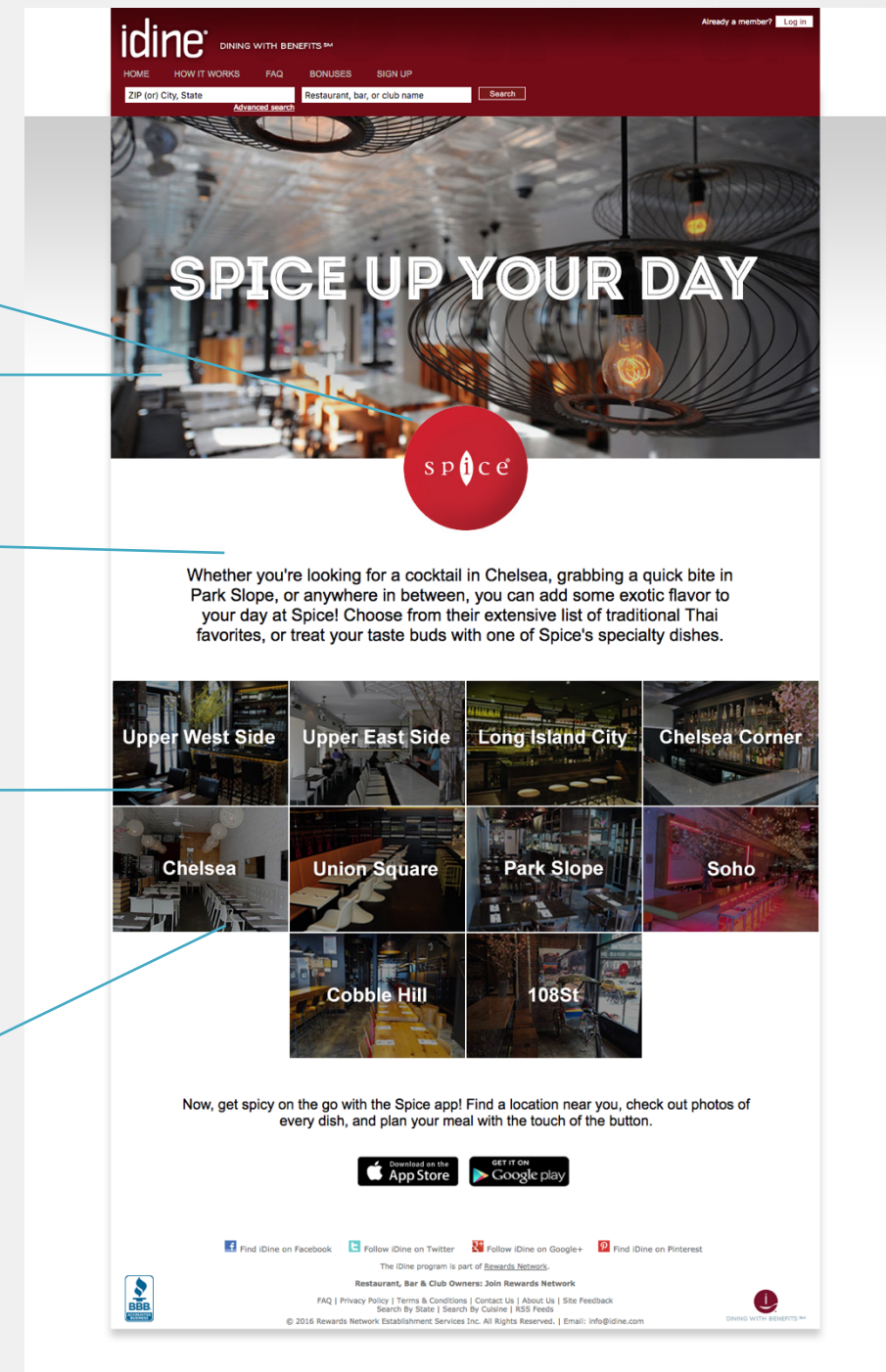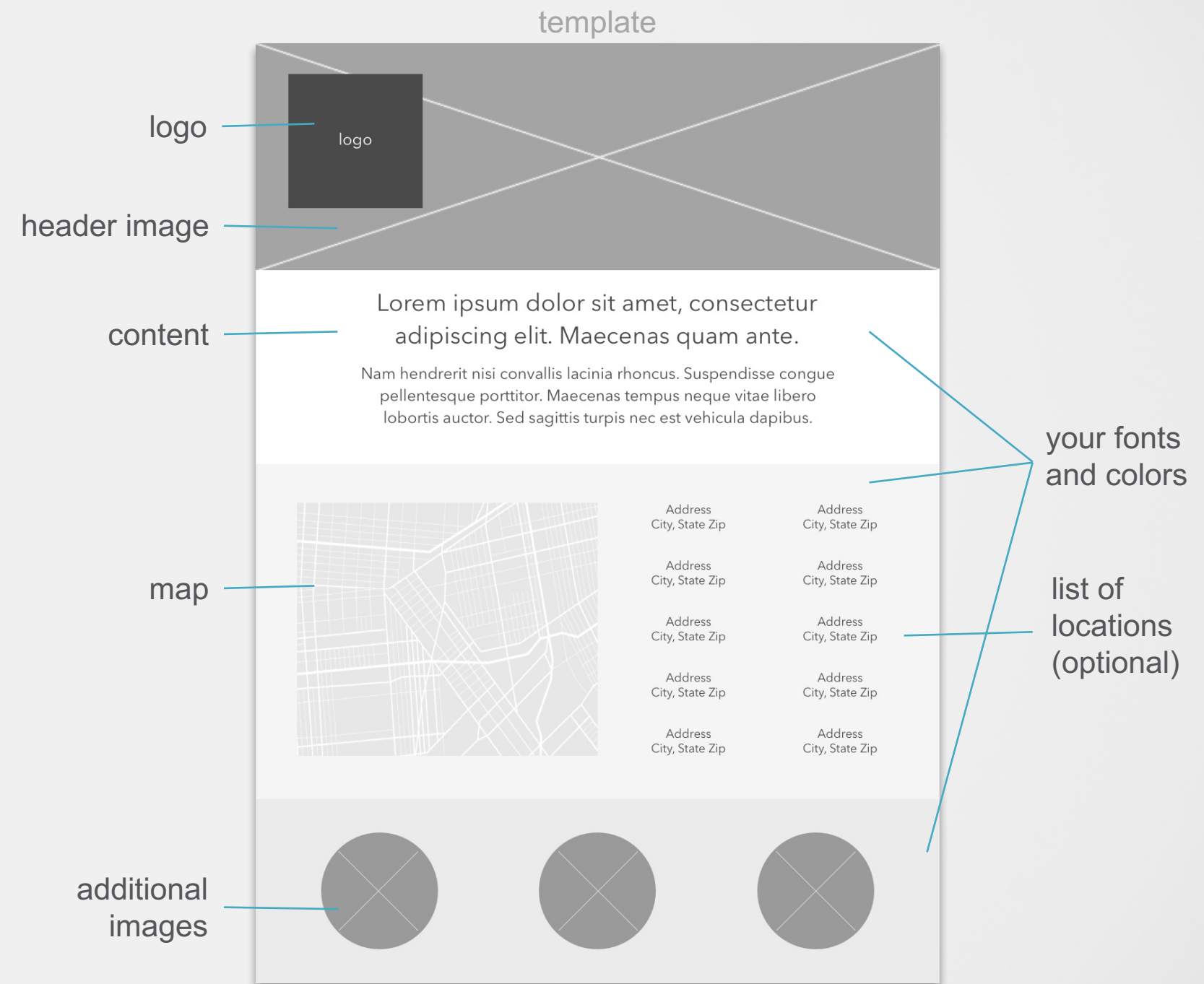
Best for businesses with 9 or more locations of the same concept
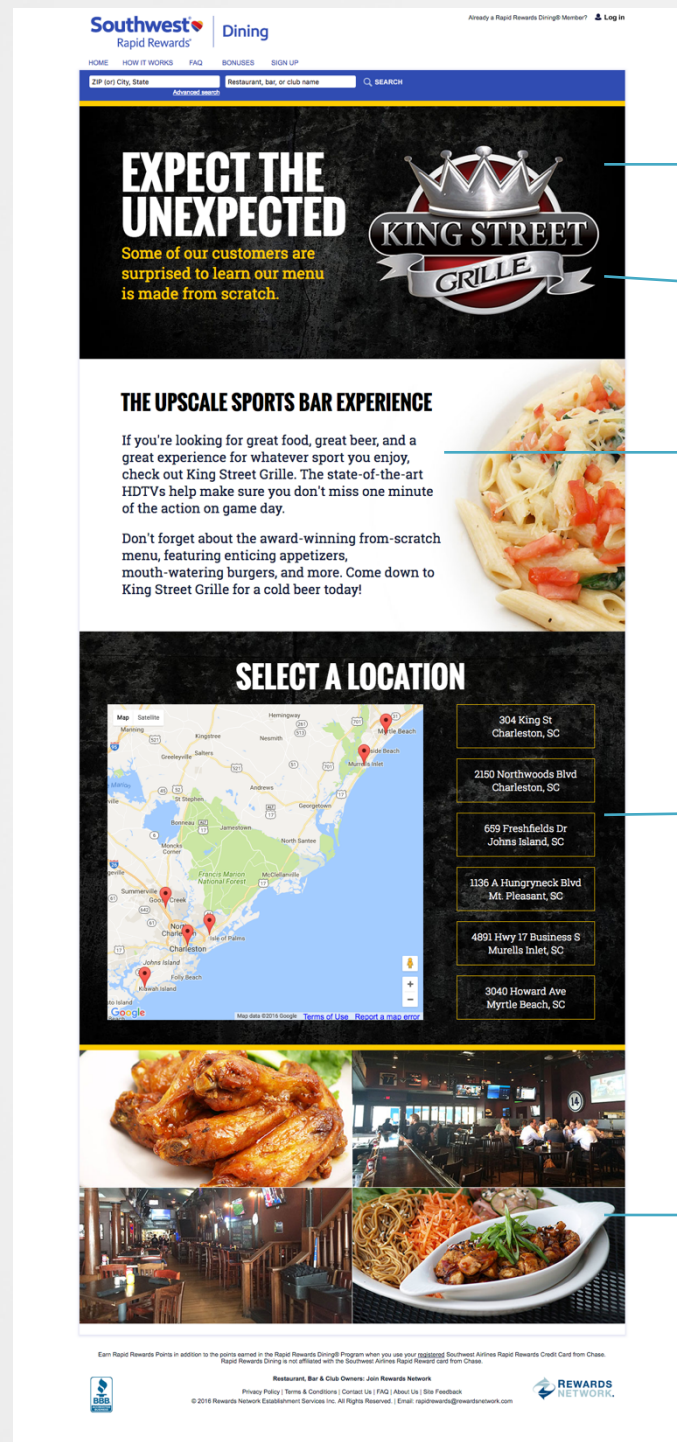
Features
- An impactful header image
- Descriptive content
- A linked map of your locations, with an optional list
- Additional supporting images
- Your logo, fonts and colors

Assets needed
- Brand logo
- 4+ high-quality images (min. width 1000px)
  - restaurant exterior
  - restaurant interior
  - prepared menu items
- Brand colors
- Brand fonts

template

logo

logo

header image

content

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas quam ante.

Nam hendrerit nisi convallis lacinia rhoncus. Suspendisse congue pellentesque porttitor. Maecenas tempus neque vitae libero lobortis auctor. Sed sagittis turpis nec est vehicula dapibus.

your fonts and colors

map

Address
City, State Zip

Address
City, State Zip

Address
City, State Zip

Address
City, State Zip

Address
City, State Zip

Address
City, State Zip

Address
City, State Zip

Address
City, State Zip

Address
City, State Zip

Address
City, State Zip

list of locations (optional)
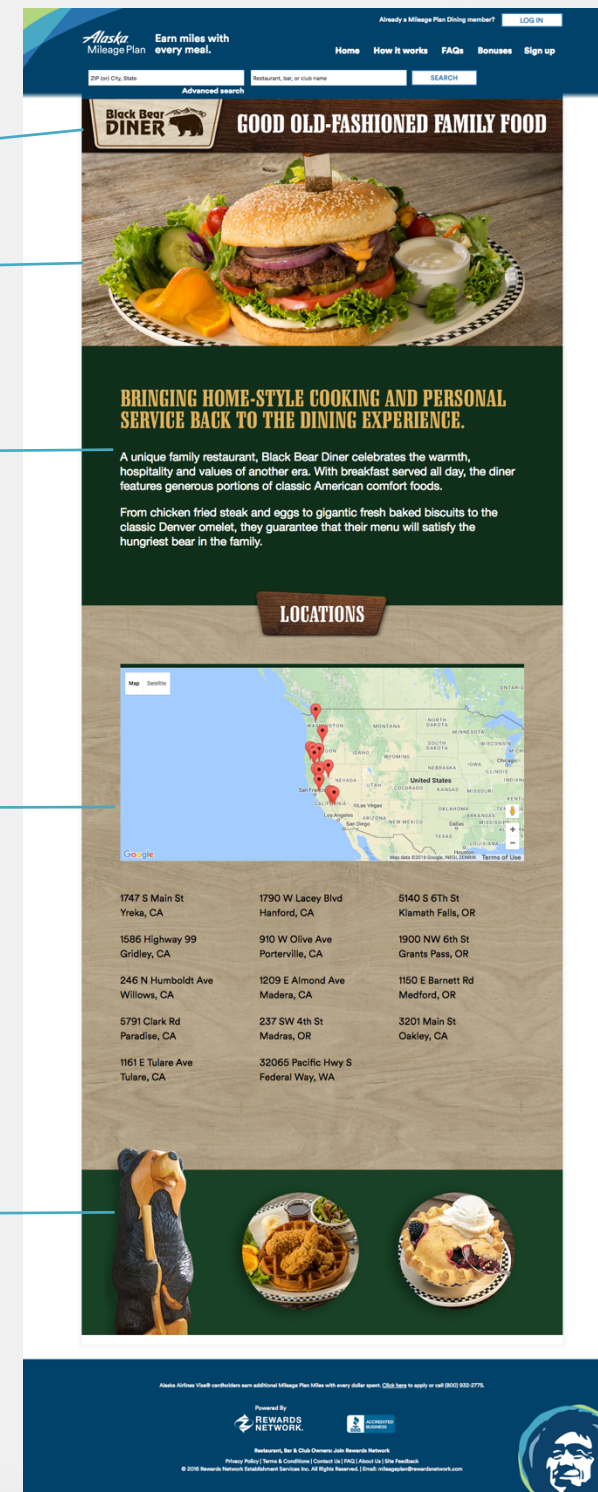
additional images

Template B: Examples

logo

header image

content

map and locations

additional images

MULTI-UNIT PROMOTIONAL WEBPAGE TEMPLATES

TEMPLATE C: 15+ LOCATIONS

BEST FOR BUSINESSES WITH MULTIPLE LOCATIONS OF THE SAME CONCEPT
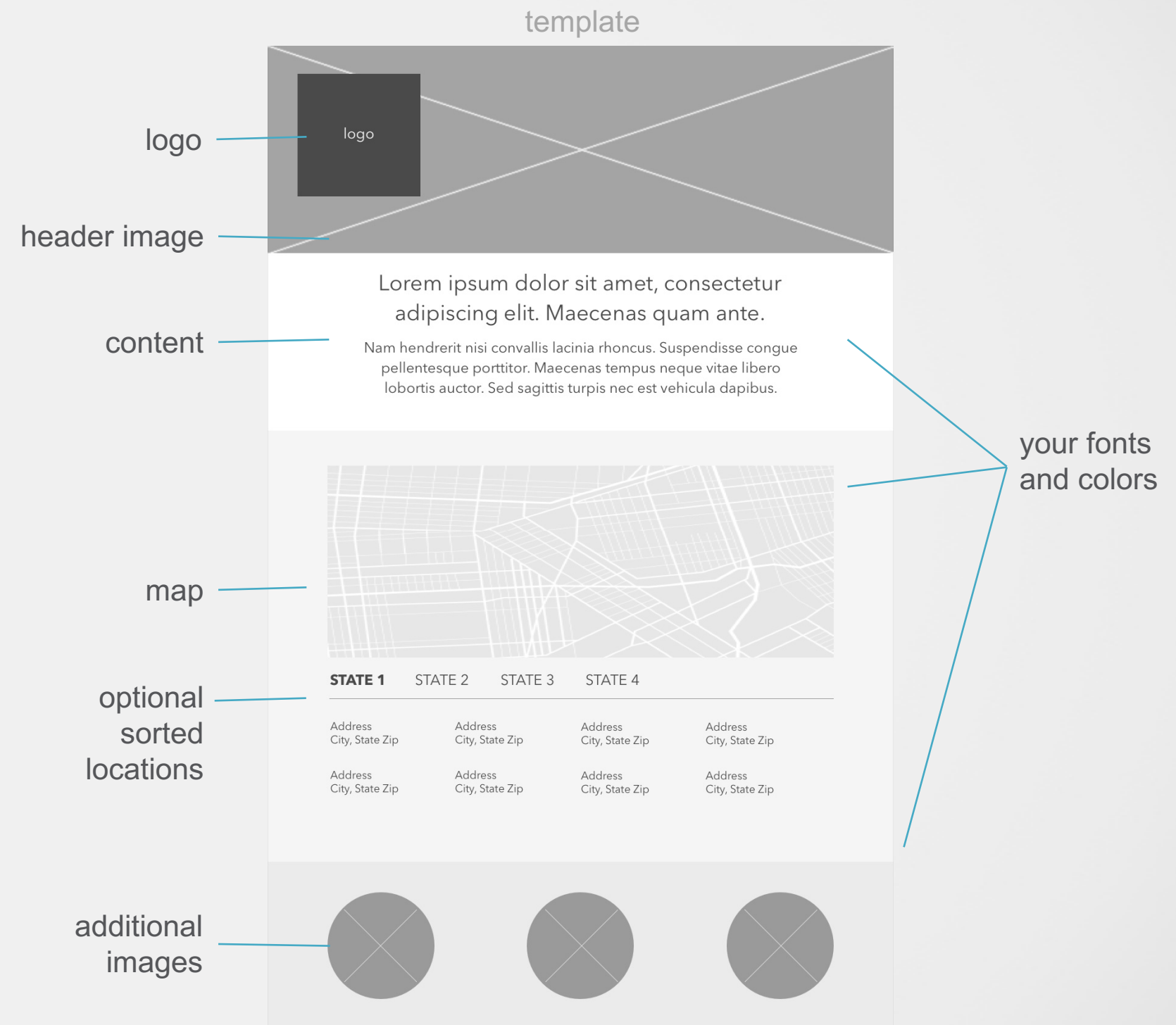
Template C: 15+ locations

Best for businesses with 15 or more locations of the same concept

Features
- An impactful header image
- Descriptive content
- A linked map of your locations (list possible, depending on number of locations)
- Additional supporting images
- Your logo, fonts and colors

Assets needed
- Brand logo
- 4+ high-quality images (min. width 1000px)
  - restaurant exterior
  - restaurant interior
  - prepared menu items
- Brand colors
- Brand fonts

template

logo

header image

content

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas quam ante.

Nam hendrerit nisi convallis lacinia rhoncus. Suspendisse congue pellentesque porttitor. Maecenas tempus neque vitae libero lobortis auctor. Sed sagittis turpis nec est vehicula dapibus.

your fonts and colors

map

optional sorted locations

STATE 1	STATE 2	STATE 3	STATE 4
Address City, State Zip	Address City, State Zip	Address City, State Zip	Address City, State Zip
Address City, State Zip	Address City, State Zip	Address City, State Zip	Address City, State Zip

additional images

Template C: Examples

logo

header image

content

map

additional images

list of locations

MULTI-UNIT PROMOTIONAL WEBPAGE TEMPLATES

TEMPLATE D: DIFFERENT CONCEPTS

BEST FOR BUSINESSES WITH MULTIPLE LOCATIONS OF DIFFERENT CONCEPTS
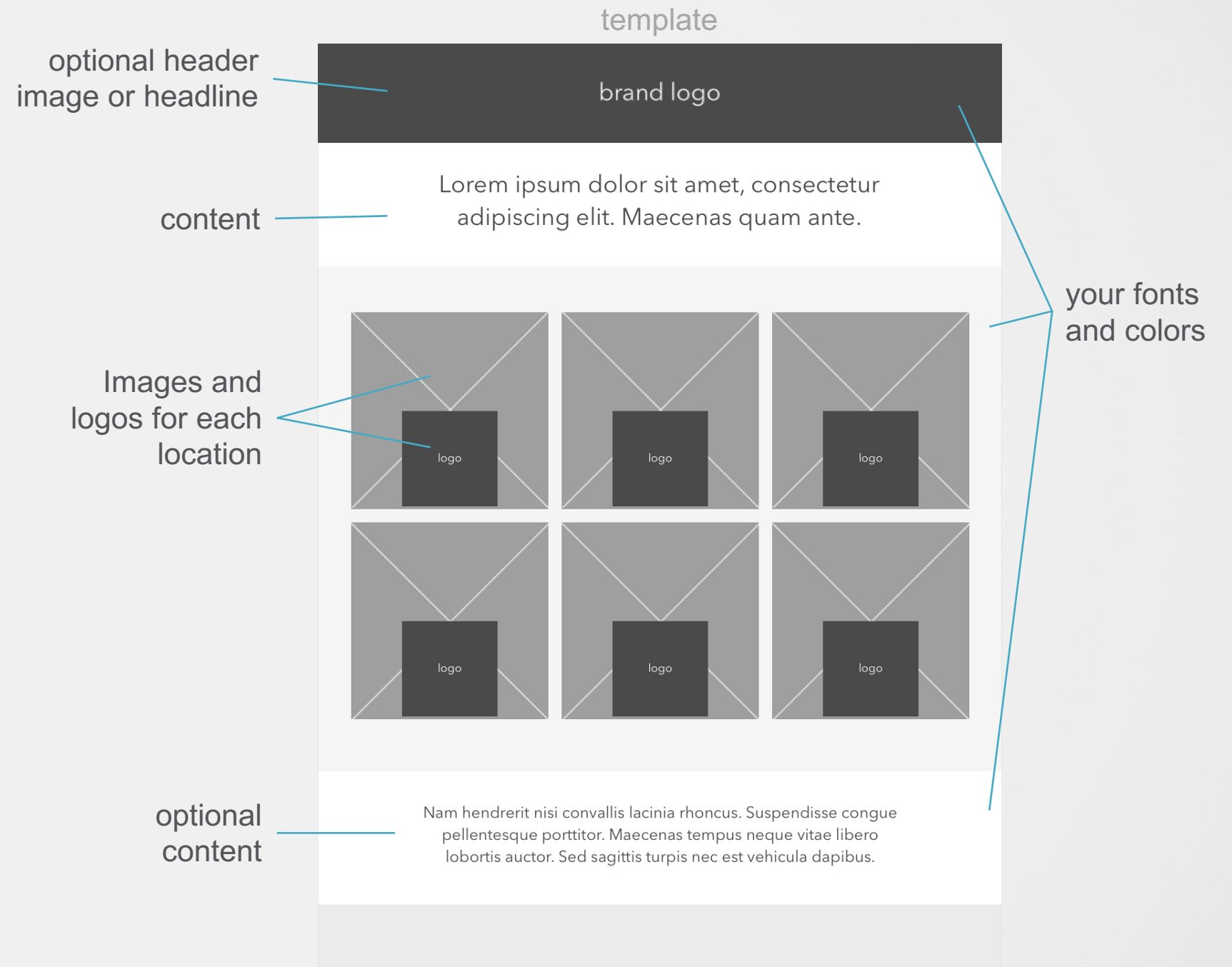
Template D: Multiple concepts

Best for businesses with 5-8 locations of different concepts

Features
- Impactful, image-driven page
- Descriptive content
- Linked images for each concept
- Your logo, fonts and colors

Assets needed
- Brand logo
- Logo and at least one high-quality image for each concept (min. width 1000px)
    - restaurant exterior
    - restaurant interior
    - prepared menu items
- Brand colors
- Brand fonts

template

optional header image or headline

brand logo

content

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas quam ante.

your fonts and colors

Images and logos for each location

logo

logo

logo

logo

logo

logo

optional content

Nam hendrerit nisi convallis lacinia rhoncus. Suspendisse congue pellentesque porttitor. Maecenas tempus neque vitae libero lobortis auctor. Sed sagittis turpis nec est vehicula dapibus.

Template D: Examples

optional header image or headline

Images and logos for each location

optional content

MULTI-UNIT PROMOTIONAL WEBPAGE TEMPLATES

» FOR BEST RESULTS

Multi-Unit Promotional Webpages: For Best Results

We want to create the best promotional webpage for your business, but we need your help to do it.

Brand Assets

- If you have a **brand guidelines** document, please provide it
- Send images as **high-quality JPGs or PNGs**
- **Provide files** for logos, icons or other specific artwork as AI or PNG
- **Provide exact colors** if you know them (e.g. Pantone 551C or hex color #a2c4ce)
- **Tell us if you want something featured** on your landing page, whether it's a menu item or a fact about your business

Photography

- **Use natural light**, if possible, or add more lighting to help pictures turn out well
    - Take pictures of both the **interior and exterior** of your restaurant
    - Take photos of your **most visually appealing or signature dishes**
- Send us images that are **at least 1000px wide or larger**. iPhone images are acceptable
- **Orient your images horizontally** instead of vertically to fit our templates better
- **Don't crop your photos.** We can fit them into the templated areas better if we can crop them for you

THANK YOU.

FOR MORE INFORMATION, CONTACT YOUR REWARDS NETWORK
SALES REPRESENTATIVE.

WWW.REWARDSNETWORK.COM