

CFI, The International Certified Flooring Installers is pleased to introduce *Flooring Specialist*, a quarterly, full-line, digital-only magazine.

Flooring Specialist includes feature articles on carpet, hardwood, ceramic/stone, resilient, laminate, specialty flooring, safety, tools, adhesives, subfloor prep, project management, project profiles and more in each issue!

The editorial content will assist the entry-to advanced-level skilled installer/flooring contractor on residential and commercial job sites.

Each issue will be delivered to 6,000 plus CFI contacts and flooring industry professionals and promoted on the CFI website, www.cfiinstallers.org, and on the magazine's website, www.cfitheflooringspecialist.com.

Place your marketing message in *Flooring Specialist* to reach skilled installers and flooring contractors today!



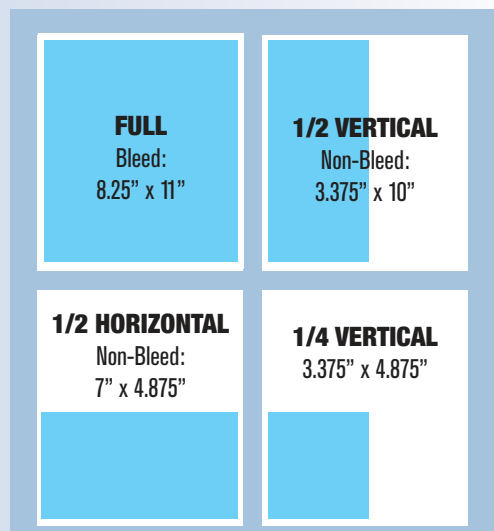
2022/2023 Issue / Ad Close

ISSUE	AD CLOSE DEADLINE	MATERIALS DUE
Winter 2022:	December 21, 2022	December 28, 2022
Spring 2023:	March 23, 2023	March 30, 2023
Summer 2023:	June 21, 2023	June 28, 2023
Fall 2023:	September 21, 2023	September 28, 2023

Ad sizes

Trim Size is 8 x 10.75 inches

All sizes are listed in inches



Display Advertising Opportunities

4-COLOR AD SIZE & NET RATES	1X	2X	3X	4X
FULL PAGE	\$1,440	\$1,320	\$1,260	\$1,200
1/2 PAGE	\$900	\$825	\$790	\$750
1/4 PAGE	\$540	\$495	\$475	\$450

Premium Positions: Back cover add 20% to above rates; inside front cover add 15%; pages 3, 5 and inside back cover add 10%.

Contact your sales representative today!

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