

New Tools to Make Your Job Easier
 Selecting the Right Prep Materials for the Substrate
 CFI is Leading the Charge in Training
 Job Safety: Listen to Your Body's Warning Signs
 Inspecting Tile and Stone Installations



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!



2024 Issue / Ad Close

| ISSUE | AD CLOSE DEADLINE | MATERIALS DUE |
|--------------|-------------------|-------------------|
| Winter 2024: | December 15, 2023 | December 21, 2023 |
| Spring 2024: | March 25 | March 29 |
| Summer 2024: | June 21 | June 28 |
| Fall 2024: | September 30 | October 4 |

Ad sizes

Trim Size is 8 x 10.75 inches

All sizes are listed in inches

| | |
|---|--|
| <p>FULL Bleed: 8.25" x 11"</p> | <p>1/2 VERTICAL Non-Bleed: 3.375" x 10"</p> |
| <p>1/2 HORIZONTAL Non-Bleed: 7" x 4.875"</p> | <p>1/4 VERTICAL 3.375" x 4.875"</p> |

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!

DAN LIPMAN
danlipman@pacbell.net
 (805) 368-3867

JEFF GOLDEN
jgmediagroupllc@gmail.com
 (805) 444-1472