

Convention Preview
 CFI Opens New HQ in Dalton
 Roland Thompson on Relaunching CFI Chapters
 Submissions Open for 2025 TISE Installer of the Year
 Choosing the Right Tools for Vinyl 'Installation Season'



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+ CFI contacts, plus over 10,000 WFCAs members (retailers, manufacturers, distributors, installers), and promoted on the CFI website, www.cfiinstallers.org.

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

2025 Issue / Ad Close

ISSUE	AD CLOSE DEADLINE	MATERIALS DUE
Winter 2025:	December 16, 2024	December 23, 2024
Spring 2025:	March 17	March 24
Summer 2025:	June 17	June 24
Fall 2025:	September 30	October 3



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
danlipmanca@gmail.com
 (805) 368-3867

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