THE LEADING PUBLICATION FOR FLOOR COVERING INSTALLERS. REACHING 34,000 FLOORING PROS NATIONWIDE!

NEW! For 2007

ADVERTISER BONUSES IN EVERY ISSUE! (see page 7)

READER PURCHASING HABITS PROFILED! (see page 3-5)

NOW! 10 issues a year! (see pages 6-7)
BUYING & PURCHASING POWER

FCI readers on average spend $321,000 per year on floor covering materials, supplies, accessories, and/or equipment. Their gross annual sales average is $712,000.

FCI READERS BUY THE PRODUCTS THEY SEE IN FCI MAGAZINE

• 91% say they have purchased products from manufacturers or distributors that they have seen advertised in FCI magazine.

• 96% responded yes when asked: Do you consider the advertisement in FCI magazine important in keeping you informed about product developments?

PURCHASE ACTIONS

• 97% reported purchasing, recommending or discussing products/services; requesting additional product/service information, or visiting FCI’s/advertisers’ web sites as a result of articles and/or advertisements seen in FCI.

VISITED WEBSITES

• 66% visited manufacturer websites based on seeing their web address listed in their advertisements.

FCI READERS PURCHASE PRODUCTS BASED ON:

Trade magazines like FCI......................58%
Distributors Sales Staff.........................42%

FCI READERS BUY YOUR PRODUCTS

85%..........Purchase Adhesives.
81%..........Purchase Hand Tools.
73%..........Purchase Levelers/Patching Compounds.
70%..........Purchase Underlayment Materials.
69%..........Purchase Staplers/Tackers.
65%..........Purchase Saws.
63%..........Purchase Moulding and Trim.
58%..........Purchase Nailer.
56%..........Purchase Ceramic Materials.
51%..........Purchase Carpet Access.
49%..........have attended certification or training schools.
47%..........Purchase Hardwood specific products.
42%..........Purchase Sanding Equipment.
35%..........Purchase Finishes

^ Source: June 2006 FCI Reader Profile Study
**FCI Circulation by Business Type**

<table>
<thead>
<tr>
<th>Type</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Installers, via installation Supply Distributors (see below)</td>
<td>13,889</td>
</tr>
<tr>
<td>Installation Contractor/Workroom</td>
<td>11,112</td>
</tr>
<tr>
<td>Self-employed Installation Professional</td>
<td>4,614</td>
</tr>
<tr>
<td>Retailer/Contractor</td>
<td>3,736</td>
</tr>
<tr>
<td>Distributor/Distributor Personnel</td>
<td>326</td>
</tr>
<tr>
<td>Manufacturer/Manufacturer Personnel</td>
<td>222</td>
</tr>
<tr>
<td>Average Monthly Bonus Distribution</td>
<td>2,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>35,899</td>
</tr>
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</table>

*About Over-The-Counter Distribution to Installers*

FCI is circulated in part through a nationwide network of over 400 floor covering installation supply distributors who are qualified annually to distribute FCI to their installer customers. This exclusive method ensures that FCI reaches active installers when and where they make their purchases of installation related tools, materials and supplies. FCI targets the active installers right at the point of their purchases!

**Pass-Along Readership**

According to the June 06 Reader Profile Study, each copy is passed-along to an average of 1.8 additional readers.

**FCI Readers Primary Job Function**

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>President Owner</td>
<td>55%</td>
</tr>
<tr>
<td>Installer/Technician</td>
<td>39%</td>
</tr>
<tr>
<td>Supervisor/Manager</td>
<td>3%</td>
</tr>
<tr>
<td>Buyer/Purchasing</td>
<td>1%</td>
</tr>
<tr>
<td>Sales/Marketing</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Purchase Authority And Involvement**

A) Authorize/make purchases..................................................61%
B) Recommend brands/suppliers to customer .............................14%
C) Recommend brands/suppliers to company ................................6%
D) Opinions are asked................................................................6%
E) Specify brands/suppliers ......................................................5%
F) No involvement........................................................................8%

**Total FCI readership (monthly) ......................94,889**

* Source: June 2006 Sworn Publishers Statement  
^ Source: June 2006 FCI Reader Profile Study
FCI is #1 Among Readers and Advertisers

**#1 in Ad Pages**
FCI holds 68% share of market in ad pages compared to 
Jobsite – 13% increase over last year

**#1 in Circulation – 35,889**
FCI holds the largest installer industry circulation. —
The majority of FCI circulation is qualified from personal direct request, associations and direct installer distribution.

**#1 in Editorial Preference**
98% of FCI readers consider FCI magazine important in keeping them informed about product developments and installations. 66% of FCI readers have saved an ad or article for future reference.

**#1 in Readership and Results**
94% of FCI readers are either self-employed installation professionals, installation contractors/workrooms or installers employed by a flooring retailer.
92% of FCI readers are involved in the purchase, recommendation and/or specification of flooring materials.

Superior Editorial

FCI is the only trade publication entirely dedicated to all types of flooring installation processes, procedures, products and troubleshooting for carpet, wood, ceramic, resilient and laminate. Its editorial mission for over 13 years: helping floor covering installers, retailers and distributors succeed by providing superior installation related information. By enhancing professional installation, the entire industry benefits.

FCI Readers Install Your Products

The following types of products are installed/sold by our readers. (Multiple responses allowed)

- Laminate floors ..............................................................64%
- Ceramic/Stone tile ..............................................................61%
- Hardwood floors (prefinished) ...........................................61%
- Carpet ..................................................................................60%
- Cove base .......................................................................58%
- Carpet cushion ...................................................................52%
- Resilient floors ......................................................................52%
- Moisture barriers ..............................................................45%
- Panelboard underlayment .................................................42%
- Hardwood floors (unfinished) ...........................................39%
- Rubber floors ..................................................................28%

FCI Readers Annually Install On Average:

- Carpet .................................................................170,000 sq. ft.
- Hardwood ..............................................................48,900 sq. ft.
- Ceramic/Stone ..............................................................49,100 sq. ft.
- Vinyl ........................................................................49,000 sq. ft.
- Laminate .......................................................................38,300 sq. ft.

FCI Readers’ Average Business Size:

- Gross annual sales .......................................................$712,000
- Employees .........................................................................7

FCI Readers Buying Habits

- Visit installation supply distributors on average
  6 times per month
- Spend average of $321,000 annually on materials,
  supplies, accessories and/or equipment

* June 2006 Sworn Publishers Statement
^ June 2006 FCI Reader Profile Study
+ Source: IMS Ad Tracking

www.fcimag.com • 5
## 2007 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Ad Close</th>
<th>Ad Material</th>
<th>issue topics &amp; features</th>
<th>product focus</th>
<th>bonus show distribution</th>
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</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>12/15</td>
<td>12/20</td>
<td>SURFACES SHOW EDITION</td>
<td>All Products</td>
<td>Surfaces, Feb. 7-9, Las Vegas, NV</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Waterproofing and Vapor Proofing for Tile Installation • Stair Tread Installation •</td>
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<td>Understanding Adhesives • Fine Tuning Radiant Heating Installations • Tool Guide-Carpet</td>
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<td>• FCI Salary and Wage Study (Part II)</td>
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<tr>
<td>March</td>
<td>3/2</td>
<td>3/13</td>
<td>Environmental Troubleshooting • Health Concerns for Installers • Sanding &amp;</td>
<td>Resilient Carpet</td>
<td>FCICA, March 14-17, San Francisco, CA</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Finishing Issues • The Changing Face of Resilient Flooring • Cork Floor Update •</td>
<td>Wood Cork Ceramic</td>
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<td></td>
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<td></td>
<td>Performance Mortars • Repairing Gaps in Wood Floors • Carpet Stretching • Wood</td>
<td>Resilient Carpet</td>
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<td></td>
<td></td>
<td>Flooring and Sound Transmission</td>
<td>Wood Cork Ceramic</td>
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<tr>
<td>April</td>
<td>4/16</td>
<td>4/19</td>
<td>WOOD &amp; CERAMIC INSTALLATION SPECIAL</td>
<td>All Wood Related Products</td>
<td>NWFA, April 11-14, Denver, CO</td>
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<td></td>
<td>3/7</td>
<td>3/13</td>
<td>Installing Rustic Wood Floors • Moisture Problems in Wood Flooring • Tool Guide-Wood</td>
<td>Resilient Carpet</td>
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<tr>
<td></td>
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<td>Tools and Staplers • Tile Shower Construction - Is The Old Way The Best? •</td>
<td>Resilient Carpet</td>
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<td></td>
<td>Resilient Seam Failures • Proper Trowel Use</td>
<td>Resilient Carpet</td>
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<tr>
<td>May</td>
<td>5/16</td>
<td>5/22</td>
<td>TROUBLESHOOTING REFERENCE GUIDE</td>
<td>All Products</td>
<td>Free Directory Listing for all 2007 Advertisers</td>
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<tr>
<td></td>
<td>4/16</td>
<td>4/19</td>
<td>Carpet, Wood, Resilient, and Ceramic Troubleshooting</td>
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<tr>
<td>June</td>
<td>6/25</td>
<td>7/2</td>
<td>FCI 2007 ANNUAL DIRECTORY AND BUYING GUIDE</td>
<td>All Products</td>
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<tr>
<td></td>
<td>5/16</td>
<td>5/22</td>
<td>Manufacturers, Products, Training Schools, Seminars and Trade Associations.</td>
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<tr>
<td>July/Aug</td>
<td>8/6</td>
<td>8/14</td>
<td>SPECIALIZED &amp; CUSTOM INSTALLATIONS</td>
<td>Wood Ceramic Carpet</td>
<td>CFI Convention, August, Kansas City, MO</td>
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<tr>
<td></td>
<td>6/25</td>
<td>7/2</td>
<td>Glass Tile Installation • Problems with Lauan • Glue Down Solid Wood Installation •</td>
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<td>New/Old Adhesives • Customize Your Installations • Inlays And Decorations For Wood</td>
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<td></td>
<td>Floors • In Floor Lighting Systems • Radiant Heating Installations</td>
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<td></td>
<td>9/12</td>
<td>9/17</td>
<td>Commercial Floor Prep Do's and Don'ts • Concrete Moisture Control Systems • Floor</td>
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<td></td>
<td>Leveling and Flattening • Subfloor Preparation for Wood Flooring • Site Prep, Demo</td>
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<td>and Removal Equipment</td>
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<tr>
<td>October</td>
<td>10/9</td>
<td>10/12</td>
<td>FIANA SHOW AND DISTRIBUTOR TRIBUTE</td>
<td>Wood Ceramic Carpet Resilient</td>
<td>NAFCD, Oct. 25-27 Austin, TX</td>
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<tr>
<td></td>
<td>10/9</td>
<td>10/12</td>
<td>Testing Concrete Using Moisture Meters • Reader's Best Installation Story Contest •</td>
<td>All underlayment products</td>
<td>CTDA, Nov. 6-10, Dana Point, CA</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Seam Weights • New Tools for Today's Tile • Site Finishing Pitfalls for Wood Flooring •</td>
<td></td>
<td>TCAA, Nov. 3-7, Las Vegas, NV</td>
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<tr>
<td></td>
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<td>Distributor Spotlights</td>
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<tr>
<td>November</td>
<td>11/8</td>
<td>11/14</td>
<td>FCI TOOL BUYERS GUIDE—Big Equipment Showcase, featuring heavy duty floor removal and</td>
<td>All Tools</td>
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<td></td>
<td></td>
<td></td>
<td>site prep equipment, carpet, resilient and wood tools • Air Gap Subfloor • Seaming</td>
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<tr>
<td></td>
<td>10/9</td>
<td>10/12</td>
<td>Irons and Seam Tapes • Cutting and Fitting Ceramic Products • ASTM Rules &amp;</td>
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<td>Regulations.</td>
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<tr>
<td>December</td>
<td>11/8</td>
<td>11/14</td>
<td>ADVERTISER SHOWCASE ISSUE</td>
<td>All Products</td>
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</tbody>
</table>

### Event Highlights

- **Surfaces Show Edition**
  - Waterproofing and Vapor Proofing for Tile Installation
  - Stair Tread Installation
  - Understanding Adhesives
  - Fine Tuning Radiant Heating Installations
  - Tool Guide-Carpet
  - FCI Salary and Wage Study (Part II)

- **Environmental Troubleshooting**
  - Health Concerns for Installers
  - Sanding & Finishing Issues
  - The Changing Face of Resilient Flooring
  - Cork Floor Update
  - Performance Mortars
  - Repairing Gaps in Wood Floors
  - Carpet Stretching
  - Wood Flooring and Sound Transmission

- **Troubleshooting Reference Guide**
  - Carpet, Wood, Resilient, and Ceramic Troubleshooting

- **FCI 2007 Annual Directory and Buying Guide**
  - Manufacturers, Products, Training Schools, Seminars and Trade Associations

- **Specialized & Custom Installations**
  - Glass Tile Installation
  - Problems with Lauan
  - Glue Down Solid Wood Installation
  - New/Old Adhesives
  - Customize Your Installations
  - Inlays and Decorations For Wood Floors
  - In Floor Lighting Systems
  - Radiant Heating Installations

- **Underlayment and Subfloor Preparation Guide**
  - Commercial Floor Prep Do's and Don'ts
  - Concrete Moisture Control Systems
  - Floor Leveling and Flattening
  - Subfloor Preparation for Wood Flooring
  - Site Prep, Demo and Removal Equipment

- **November**
  - **FCI Tool Buyers Guide**—Big Equipment Showcase, featuring heavy duty floor removal and site prep equipment, carpet, resilient and wood tools
  - Air Gap Subfloor
  - Seaming Irons and Seam Tapes
  - Cutting and Fitting Ceramic Products
  - ASTM Rules & Regulations

### Advertising Showcase Issue

- **All Products**
- **Resilient**
- **Carpet**
- **Wood**
- **Cork**
- **Ceramic**
- **All Wood Related Products**
- **Ceramic**
- **Resilient**
- **Carpet**
- **All Ceramic Products**
- **All Resilient Products**
- **All Wood Products**
- **Ceramic**
- **Resilient**
- **Carpet**
- **All Tools**
- **All Underlayment Products**

### Special Annual Guide
- To be saved for future reference

- **Free Directory Listing** for all 2007Advertisers

### Event Dates

- **FCICA, March 14-17, San Francisco, CA**
- **NWFA, April 11-14, Denver, CO**
- **Coverings, April 17-20, Chicago, IL**
- **CFI Convention, August, Kansas City, MO**
- **NTCA, Sept. 13-15, Tampa/St. Petersburg, FL**
- **FIANA, Oct. 11-14, Dallas, TX**
- **NAFCD, Oct. 25-27 Austin, TX**
- **CTDA, Nov. 6-10, Dana Point, CA**
- **TCAA, Nov. 3-7, Las Vegas, NV**

### Issue Dates

- **Jan/Feb**
- **March**
- **April**
- **May**
- **June**
- **July/Aug**
- **September**
- **October**
- **November**
- **December**

### Issue Topics

- **Surfaces Show Edition**
- **Wood & Ceramic Installation Special**
- **Troubleshooting Reference Guide**
- **FCI 2007 Annual Directory and Buying Guide**
- **Specialized & Custom Installations**
- **Underlayment and Subfloor Preparation Guide**
- **Fiana Show and Distributor Tribute**
- **FCI Tool Buyers Guide**—Big Equipment Showcase
- **Advertiser Showcase Issue**
January/February
SURFACES SHOW issue
In addition to distributing thousands of extra show copies, FCI will be highlighting and featuring many of the new and innovative products and tools being introduced at Surfaces. Advertisers receive free product release to feature their new Surfaces introductions. This is our first issue of the year and the best way to target the thousands of Surfaces show attendees! Free laminated easels to all advertisers for use at show.

May
Special Troubleshooting Issue
Our experts and key industry manufacturers examine the endless problems of floor failures that crop up. How to avoid problems and how to do the job right are more vital today than ever, and advertising or contributing editorially in this ever popular issue will set you apart from your competition. Advertisers are provided free reprints of their featured stories.

June
ANNUAL DIRECTORY & BUYING GUIDE
The floor installation industry’s best source of information, the FCI Directory and Buying Guide is a complete source of contacts and a “must buy issue” for advertisers in search of maximum annual exposure. All advertisers in this issue receive free enhanced color logos and listings in print and on-line. This is the issue that is kept for reference the whole year through!

July/August
Advertising Impact Study Issue
All advertisers in this issue get their ad’s effectiveness measured for free and qualify to see which ads score best in our once-a-year AdScore study. Advertisers receiving the highest readership recall are awarded for their top performance.

August
Something Special

September
Annual Underlayment Issue
As one of the most vital and controversial areas of the flooring industry, underlayment plays center-stage in this very special issue devoted to looking at the subject from every conceivable angle. There will be numerous editorial opportunities for advertisers to provide us with updated products, data and feature stories. One of FCI’s most important and best read issues of the year!

October
FIANA Distributor Tribute plus Installer’s Best Story Contest
Sure to capture the attention of the more than 34,000 FCI readers, our first-ever readers’ Best Installation Story Contest make this one a can’t miss issue! Sponsors will receive bonus exposure in print and online throughout the contest. Our annual FIANA Distributor Tribute and special show coverage will also afford advertisers an opportunity to reach this invaluable show audience.

November
Tools and More Tools!
Covering the entire spectrum of installation by categories, our expert corps of writers will discuss new and improved tools in the market, as well as some of the old standard tools and their time/cost-saving advantages. This is the issue to introduce or advertise new or improved tools! All tool advertisers in this issue will be featured in our special TOOL GUIDE section.

December
Advertiser Showcase Issue
Double your exposure with an ad in this special advertising/advertorial issue. Any advertiser who runs a full-page ad receives a full page of advertorial space adjacent to their ad to “showcase” new or developing products. Get two pages for the price of one!

March
Green issue
Get into our new Green issue and make some extra “green!” FCI will cover the new environmentally friendly products, techniques and innovations that are coming of age in the flooring industry. All advertisers in this issue will receive FREE full color product ads (1/6 page). Advertisers in this market segment will be afforded an opportunity to provide relevant editorial for this issue as well.

April
Wood and Tile Installation Issue
A new special issue devoted specifically to wood and tile installation and products. This special issue will coincide with both the annual National Wood Flooring Association Show in Denver and the Coverings Show in Chicago. Installation training schools for both wood and ceramic materials are featured. Advertisers receive free laminated easels with their ads for the NWFA and Coverings shows.

2007 Special Advertiser Bonuses
New in 2007!
2007 Advertiser Rates

**FAB Program**
**Frequent Advertiser Bonus**

**FAB Gold Program:** Buy 8 1/2 ads, get 1 1/2 ads free (cost amortized over 10 issues)

**FAB Silver Program:** Buy 6 ads, get the 7th ad free (cost amortized over 7 issues)

**FAB Bronze Program:** Buy 4 1/2 ads, get the 5th ad free (cost amortized over 5 issues)

**Agency Commission:** Agencies can deduct 15% commission from the gross prices.

**Product Tools & Accessories Ads**
One of the best-read sections of *FCI*, our PT&A section allows advertisers the opportunity to profile new and revitalized products. PT&A ads consistently generate superior results and leads. Each ad is allocated a 50-60-word description, a 4/color picture, and a web address. Only 6 profile ads to a page for maximum visibility.

**Installation Training Showcase Ads**
A new addition to *FCI* magazine, the INSTALLATION TRAINING SHOWCASE AD PROGRAM features one or two training classes or educational programs in every issue. Half – page in size, these ads are placed in our Installation Training Clinics & Schools section. *FCI* advertisers receive free training & school listings plus free issues for distribution to class/training participants. (limited availability)

**Classified Advertising Rates**
Rates are $160 per inch (1 x 2 1/8" black & white)

**Help Wanted rates:** $90 inch

**2/Color:** $75 extra, **4/color:** $200 extra

**Classified online with print:** $50 extra.

**Linked for $100**

**Blind PO Box:** $20 extra

Contact Dale Ilmi for more information 800/ 837-7370, x 6414 fax: 248/244-8265 ilmid@bnpmedia.com

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**COVER POSITIONS - 15% Premium on all covers**

PAYMENT TERMS: Invoices are payable in US Funds only, Net 30 days. 1 1/2 % per month service charge thereafter (1/2 % in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

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**Additional Color Rates**

- 2-Color Standard: $820
- PMS/Matched: $950
- Metallic: $1,320

**FCI/NFT Combination Rate Discount**

(For schedules that include NFT)

- 12X: 5%
- 18X: 10%
- 24X: 15%

At least 3 insertions in each of the magazines required

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*FCI* combines with *National Floor Trends, Tile Magazine, Stone World* and *Contemporary Stone & Tile Design* for advertising schedules that include two or more of these other BNP Media publications. Contact your advertising representative for special combination rates and combined frequency discounts.
### Display Advertising

#### Mechanical Specifications

- **Page Trim Size**: 8.125” x 10.812” (206.375mm x 274.625mm)
- **Live Matter**: 7” x 10” (177.8mm x 254mm)
- **Minimum Page Bleed**: 8.375” x 11.063” (212.725mm x 281mm)
- **Spread Trim Size**: 16.5” x 10.875” (419.1mm x 276.225mm)
- **Spread Live Matter**: 15.5” x 10” (393.7mm x 254mm)
- **Spread, Gutter Bleed**: 16.5” x 11.125” (419.1mm x 282.575mm)
- **Spread Full Bleed**: 16.75” x 11.125” (425.45mm x 282.575mm)

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<td>10”</td>
<td>7”</td>
<td>3.313”</td>
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<td>1/4 page</td>
<td>3.375”</td>
<td>4.875”</td>
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<td>1/6 page</td>
<td>2.125”</td>
<td>4.875”</td>
<td>4.5”</td>
<td>2.438”</td>
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<td>1/8 page</td>
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<td>1/10 page</td>
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<td>3.375”</td>
<td>1.938”</td>
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</tbody>
</table>

### Acceptable Formats and Programs

- **Quark Xpress 6.5** (or lower),
- **Adobe Illustrator CS2** (or less),
- **Adobe Photoshop CS2** (or less),
- **High Res Acrobat PDF** (all elements embedded)

**All support files should be included** (.EPS, .TIFF, etc.) along with fonts if submitted in Quark Xpress. All fonts should be converted to paths if submitting Illustrator files or embedded into the document. **All disks and files must be readable by a Macintosh computer.** Images must be saved as a .TIFF, .EPS or Hi-Res .JPEG. Images must be **300 dpi or greater, CMYK, Grayscale, or Bitmap.** Images can not be used if a LZW compression is applied. All ads should be submitted with a color proof. If a color proof is not provided, client will be charged to produce a proof. Note: advertisements provided as negatives will be converted into a usable electronic format. Additional charges will apply.

### Acceptable Disk Media

All ads should be submitted on a CD or DVD.

Ship all materials and insertion orders to:
**FCI Attn: Jennifer Allen,**
22801 Ventura Blvd, #115, Woodland Hills, CA 91364-1222.
IMAP is Integrated Solutions for a Comprehensive Marketing Program

Your Integrated Marketing and Advertising Program in FCI consists of a combination of print and online e-Products to maximize your ROI. Your FCI representative will provide a multi-level plan using the resources of BNP Media and consisting of the media products best suited to your individual needs and target markets.

Special Combination Rates: Choose from...

- **Floor Covering Installer** – #1 in reaching the traditional installation channels – In Print and Online
- **National Floor Trends** – #1 in reaching the traditional flooring channels – In Print and Online
- **TILE Magazine** – #1 in reaching the traditional tile channels – In Print and Online

...and capitalize on the best combination of reach and cost-effective COMBO RATES. Your FCI representative will show you how with COMBO RATE pricing.

Integrated Marketing Solution
LEADSTHRU LINX PROGRAM

BNP Media and FCI magazine offer a one-of-a-kind opportunity to generate high-quality sales leads and website traffic with our new LEADSTHRU LINX program. This Google-powered program generates sales leads by driving buyers to your website. Customize your program by choosing key words relevant to your products and business. Ads display when selected key words appear on BNP Media websites. With just a click of the mouse, buyers are sent directly to your site.

There are two ways to participate. You may purchase a LEADSTHRU LINX program independently from your advertising sales representative. Or, if you are running a print advertising campaign in 2007, ask your sales representative about our new LEADSTHRU LINX value-added lead generating opportunities!
Market Research: Advertisers in July/August will automatically participate in AdScore ad readership Study to measure their ads readership and compare results with other advertisers. Custom research, market trends and analysis is available through Clear Seas Research.

Custom Publishing: Create a stand-alone presence for your company with the help of FCI’s experienced and talented staff. You control the editorial content and advertising content comes from your company and partners. It’s a unique way to establish a leadership position and strong brand recognition for your company – in print, website or both.

Regional Seminars: BNP brings qualified potential customers together for a one-day educational forum. Cutting edge topics most applicable to tile and flooring professionals and designers/architectural specifiers are covered. Exclusive sponsor opportunities are available.

Merchandising Mailings: FCI will conduct mailings to a list of your choice. A letter from the publisher pointing out your ad, along with a copy of the issue, is mailed first class to a group of your customers, prospects or FCI magazine Subscribers.

Direct Mail List Rental: Reinforce your advertising program, introduce new products, test new markets or announce special offers to the FCI exclusive subscriber list. Contact Robert Liska of Edith Roman Associates for details at 845-731-2726 or www.edithroman.com.

Reader Service Cards/WebReports: Every issue of FCI magazine contains Reader Service cards. They are postage-paid to receive the maximum numbers of leads possible. Advertisers can receive qualified leads on pressure-sensitive labels, with a file copy obtaining demographic data for each respondent, by email or access them online, anytime with FCI WebReport. Contact Jenny Allen; allenj@bnmedia.com for a user name and password to access your leads today.

Free WebLink: All display advertisers are linked to FCI magazine Online (www.fcimag.com) on the Advertiser Index page.

Bonus Distribution: FCI magazine will be distributed FREE at key industry events through the year. See the editorial Calendar: Show / Event Distribution on page 8 for details.

Clear Seas Research is a division of BNP Media, a multi-media company and publisher of Floor Covering Installer magazine. Our industry knowledge and research expertise allow us to deliver superior market intelligence—resulting from sound, strategic practices.

Our services range from customized quantitative mail/online surveys to focus groups and in-person interviews. We specialize in benchmarking, brand awareness, positioning and syndicated b2b research on market trends, product usage and brand preferences.

Get the vital market data you need with Clear Seas Research—charting your company’s future with effective research solutions.

For more information, contact:
Kelley Trost, Executive Director:
Flooring & Coverings Division
Phone: (248) 786-1816 • Fax: (248) 283-6539
Email: trostk@clearseasresearch.com

The All-New FCI Online Directory & Buying Guide allows your company to be easily found and even rise above the crowd with preferential listings. Your online preferential listing will always rise to the top while providing custom digital ads, product images and even spec sheets to drive traffic to you like never before. Ask your representative for full details.

www.fcimag.com • 11