



Ad sizes

Trim Size is 8 x 10.75 inches

All sizes are listed in inches

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

the Flooring CONTRACTOR

FCICA, the Flooring Contractors Association, is pleased to present *The Flooring Contractor*. This digital magazine features editorial and industry news while continuing to serve as a primary voice for the commercial flooring contractor industry.

Considered by many as the most well-known commercial flooring contractor association in the country, FCICA publishes *The Flooring Contractor* on a quarterly basis to promote and protect the best interests of flooring contractors. Reaching all members of FCICA, plus the digital audience of *ProInstaller* will deliver a digital circulation of more than 12,000 flooring professionals.

This digital-only edition will also be promoted on the websites of FCICA, and *ProInstaller* (www.piprolink.com), as well as highlighted in print in *ProInstaller* magazine.

If you market to commercial flooring contractors, you owe it to yourself to advertise in *The Flooring Contractor*. You will reach professionally connected flooring contractors with vital decision-making power. And with cost-effective rates, a schedule in *The Flooring Contractor* is a smart buy!

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%.

Terms & Conditions

If you advertise in the same issue of *ProInstaller* you get a 10% discount.

TIPS FOR CREATING SUCCESSFUL FLOORING, COUNTERTOP AND WALL INSTALLATIONS
PROINSTALLER
MAGAZINE



the Flooring CONTRACTOR

2021 Issue / Ad Close Dates

ISSUE	AD CLOSE DEADLINE	MATERIALS DUE
Spring 2021 (March): Tools & Equipment & Product Showcase	Feb. 11, 2021	Feb. 17, 2021
Summer 2021 (June): Resilient	May 13, 2021	May 19, 2021
Fall 2021 (September): Hospitality	Aug. 13, 2021	Aug. 20, 2021
Winter 2021 (December): Understanding Concrete as a Substrate	Nov. 10, 2021	Nov. 15, 2021

About The Flooring Contractors Association

MISSION: We help make commercial flooring contractors successful through expert education, sharing best practices and professional networking. This mission is supported by the following four strategies:

1. Grow membership and engagement in FCICA.
2. Create opportunities for members to network in large and small group settings.
3. Expand quality education and certification programs offered through FCICA.
4. Increase recognition of FCICA's value within the industry.

VISION: FCICA, the resource for premier commercial flooring contractors.

For ad material questions and submissions, contact:

- Jeff Golden - jgmediagroupllc@gmail.com - (805) 444-1472

To submit content for consideration, please send to:

- Catherine Church - catherinec@cmservices.com

Contact your sales representative today!

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