



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!



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%.

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



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2024 Issue / Ad Close Dates

ISSUE	AD CLOSE DEADLINE	MATERIALS DUE
Winter 2024: Concrete/Product Showcase	Dec. 11, 2023	Dec. 15, 2023
Spring 2024: Today's Carpet	Mar. 10, 2024	Mar. 15, 2024
Summer 2024: Luxury Vinyl Plank/Tech Guide	June 9, 2024	June 15, 2024
Fall 2024: Sports/Fitness Flooring	Sep. 15, 2024	Sep. 21, 2024

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 in the industry.

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

For ad material questions and submissions, contact:

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- Dan Lipman - danlipmanca@gmail.com - (805) 368-3867

To submit content for consideration, please send to:

- Catherine Church - catherinec@cmservices.com

Contact your sales representative today!

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