



2017 Sponsorship Opportunities

Take advantage of these cost effective ways to promote your business while supporting the association!

The Northwest Floor Covering Directory

Take advantage of an excellent advertising opportunity in the Official 2017 Northwest Floor Covering Directory. Over 1000 copies of the Directory are produced and distributed by Flooring Association Northwest. Your ad will be seen by dealers throughout the Pacific Northwest on a regular basis. This is an excellent opportunity to keep your name displayed to the maximum number of floor covering accounts for a minimum advertising fee.

2017 Directory Sponsorship Rates:

Directory Sponsorship	Size	Cost
TWO PAGE CENTER INSERT	Each Page 5-1/2" wide x 8-1/4" high	\$710
COVER PAGE	5-1/2" wide x 8-1/4" high	\$480
FULL PAGE	5-1/2" wide x 8-1/4" high	\$420
HALF COVER PAGE	2-3/4" wide x 8-1/4" high	\$295
HALF PAGE	2-3/4" wide x 8-1/4" high	\$240
THIRD PAGE	1-7/8" wide X 8-1/4" high	\$210
QUARTER PAGE	2-3/4" wide X 4" high	\$170
BUSINESS CARD	1-1/4" wide x 1-7/8" high	\$130

Directory Print Deadline

- ◆ February 3, 2017

The FAN Report Quarterly Newsletter

The FAN Report is our quarterly newsletter printed in full color on premium quality gloss paper. It is distributed to over 300 members and the electronic version is available to the public on our website. It's a great way to find out what's been happening at Flooring Association Northwest events, dinner meetings, with our members and industry news.

2017 Newsletter Sponsorship Rates:

Newsletter Sponsorship	Size	Cost per issue	4 issues (one year)
Full Page	7½" wide x 9½" high	\$325.00	\$1300.00
Half Page	7½" wide x 4½" high or 3 ½"wide x9½" high	\$195.00	\$780.00
Quarter Page	3½" wide x 4½" high	\$135.00	\$540.00
Business Card Size	3½" wide x 2" high	\$ 60.00	\$240.00

Newsletter Print Deadlines:

- ◆ Q1 December 16, 2016
- ◆ Q2 March 10, 2017
- ◆ Q3 July 21, 2017
- ◆ Q4 September 15, 2017

Print specifications for both the Directory and Newsletter:

Four Color Print Specifications:

- ◆ File Format: .pdf or .jpg. Please, flatten all layers and embed all fonts.
- ◆ Dots per inch: 300dpi
- ◆ Color Mode: CMYK
- ◆ Ensure artwork is provided in the exact dimensions of the chosen ad size

Dinner Meetings:

Sponsor a quarterly dinner meeting to have your name included in the event advertisement and receive 2 minutes at the beginning of the dinner meeting to introduce your company, product or service to the audience. The sponsor can also display products and a banner at the event registration booth.

Cost: \$250 per event

Golf Tournament:

2017 Rates will be published soon

For more information and print deadlines please contact the FAN Office 425-885-0012 or info@flooringassociation.org