



## 2018 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 2018 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.

#### 2018 Directory Sponsorship Rates:

| Directory Sponsorship  | Size                                   | Cost  |
|------------------------|--|-------|
| TWO PAGE CENTER INSERT | Each Page<br>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 |

## 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.

### 2018 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<br>or 3 ½" wide x 9½" 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 January 12, 2018
- ◆ Q2 March 9, 2018
- ◆ Q3 August 2, 2018
- ◆ Q4 September 28, 2018

### 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:

**2018 Rates will be published soon**

For more information and print deadlines please contact the FAN Office 425-502-8189 or [info@flooringassociation.org](mailto:info@flooringassociation.org)