

Exclusively  
online!

**FCI**

**FLOOR COVERING**

# Installer

## 2019 BUYER'S GUIDE

Your Ultimate  
Marketing Tool

*FCI's* online buyers guide platform has drastically improved Search Engine Optimization (SEO) that helps your visibility when products, companies and keywords are searched.

Accessible year-round

Reach Manufacturers, Dealers/Contractors, Installers, Distributors, Architects, Designers and Specifiers in a single Online Directory

Request for Proposal (RFP) available for EVERY company listed in the directory. The visitor can select single or multiple companies and request more information. Once the request is sent, the conversation is between the advertiser and buyer offline.



[www.fcimag.com/buyingguide](http://www.fcimag.com/buyingguide)

- Automatically tied to BNP Media Search (powered by Google) on all BNP websites
- Accessible through *FCI's* search
- Premium packages offer preferred placement
- Easy-to-use listing format.
- Spec Sheet: link on your site (PDF, web page)

Display  
advertisers in  
the July issue  
receive these  
bonuses:

**FREE**

Deluxe Listing

**FREE**

Color logo online, Web and E-mail Hot links plus up to 50-word company description online.

**Discounted Rates** on Premium Listing upgrade.

**Listings close: June 28, 2019    Display Ad close: June 21, 2019**

**See next page for listing enhancements opportunities**

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online!

# FCI FLOOR COVERING Installer 2019 BUYER'S GUIDE

WANT **MAXIMUM** IMPACT?  
NOW BUYERS CAN FIND YOU IN MORE WAYS!

## Basic Listing

**Non-advertiser: \$70 net**

- Contact information
- 50-word company description

## Logo Listing

**Non-advertiser: \$205 net**

- Contact information
- 50-word company description
- Color logo

## Deluxe Listing

**July Print Display Advertisers: FREE**  
**Non-advertiser: \$400 net**

- Contact information
- 50-word company description
- Web and Email Hotlinks
- Color Logo
- Improved ranking online

## Premium Listing

**July Print Display Advertisers: \$385**  
**Non-advertiser: \$710 net**

- Includes Deluxe listing items

### Plus:

- 3 Product photos
- Social Media links
- 3 online spec sheets or company brochures
- Premium Rank and Designation online

## Upgrades:

- **Social Media Links online: \$125 net**
- **Leaderboard banner ad, Rectangle ad or Video: \$325 each**

**For more information on upgrades, contact:**

Renee Schuett  
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All listings online will be included in the Request for Proposal Program (RFP).  
**THIS MEANS LEADS!**



ONLINE PREMIUM EXAMPLE



Listings close: June 28, 2019

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