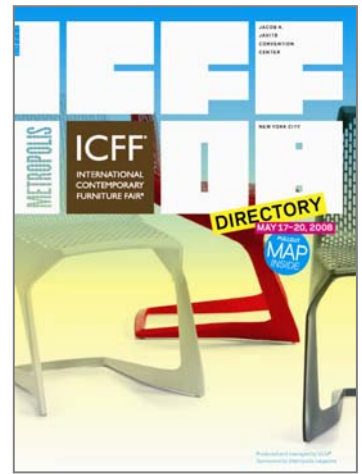


# METROPOLIS



## MAXIMIZE Your Exposure at ICFF!

### Advertise in *Metropolis*' 2009 Official ICFF Directory

Put your product in the hands 25,000+ ICFF attendees. Our editorial content, exhibitor list, map of the showroom floor, and schedule of events makes the directory an essential tool for all ICFF attendees.

## Drive specifiers to your booth—Advertise in the 2009 ICFF Directory! Be part of the guide attendees reference for years to come!

- Full Page 4-color ad: \$5,063 (run a full page ad, you'll receive a **free** 1/8 page ad)
- 1/2 Page 4-color ad: \$2,581
- 1/8 Page 4-color ad: \$1,017

### Distribution

- 25,000 ICFF Directories distributed on ICFF show floor
- Target mailed to top NYC Architecture + Design Firms
- **Your ad (with hotlink) appears on the ICFF Preview on our Web site**  
[www.metropolismag.com](http://www.metropolismag.com) - viewed by 125,000 unique visitors/month

### Research has shown that:

- **96% of ICFF Attendees** pick up the directory\*
- **88% of ICFF attendees** say the directory ads stand out **MORE** than the listings without pictures\*

### Bonus!

- Receive an 1/8 page ad in our September ICFF Wrap-Up section in *Metropolis* magazine for ONLY \$884

**Ad Close: 4/6/09**  
**Materials Due: 4/10/09**

\*Reference: Metropolis 2008 ICFF Attendee Survey

To reserve your space contact your METROPOLIS representative or Juliette Smith at 212.886.2524 or [jsmith@metropolismag.com](mailto:jsmith@metropolismag.com)



## Drive specifiers to your booth—Advertise in the ICFF Directory!

To reserve your space complete this form and fax to 212.627.9988

Company: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

- Please charge my account:
- \$5,063 for a Full Page 4-color ad + free 1/8 ad
  - \$2,581 for a 1/2 Page 4-color ad
  - \$1,017 for a 1/8 Page 4-color ad
- American Express     Visa     MasterCard

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Signature \_\_\_\_\_

If you would prefer to pay by check or money order please direct payment with this form to:  
 METROPOLIS  
 Attn: ICFF Directory  
 61 West 23<sup>rd</sup> Street, 4<sup>th</sup> floor  
 New York NY 10010

\*Please include your email address if you require a receipt.

**Payment due by April 5th 2009**  
 Contact Denise Lopez with any payment questions 917-750-8014 or [dlopez@metropolismag.com](mailto:dlopez@metropolismag.com)

### Materials Due: 4/10/09