

METROPOLIS

Early Bird Special

Receive up to 30% off our standard rates

Must book ad by February 1, 2010

**Drive specifiers to your booth!
Advertise in the ICFF Directory!**

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



Discounted Rates

- Full Page 4-color ad: \$4,050 + plus a free 1/8 ad (Standard rate \$5,063)
- 1/2 Page 4-color ad: \$2,065 (Standard rate \$2,581)
- 1/8 Page 4-color ad: \$811 (Standard rate \$1,017)

Distribution

- 25,000 ICFF Directories distributed on ICFF show floor
- Target mailed to top NYC Architecture + Design Firms

Bonus!

- Your ad will also be posted online with a hotlink on our ICFF Preview at www.metropolismag.com and viewed by 125,000 unique monthly visitors.

Materials Due: 4/9/2010

Standard rates will apply after 2/1/2010

Additional Opportunity!

Book an 1/8 page ad in the September issue of *Metropolis* (ICFF Wrap Up section) for \$900 (Standard rate \$1,780)



METROPOLIS

Early Bird Special

Receive up to 30% off our standard rates
Offer valid through February 1, 2010

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:
- \$4,050 for a Full Page 4-color ad + free 1/8 ad
 - \$2,065 for a 1/2 Page 4-color ad
 - \$811 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 23rd Street, 4th floor
New York NY 10010

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

Payment due by April 5, 2010

Contact Denise Lopez with any payment questions 917-750-8014 or dlopez@metropolismag.com

Materials Due: 4/9/2010

Contact your METROPOLIS representative or Tamara Stout at 212.886.2529 or tstout@metropolismag.com