

**FEB/
MAR**

AD CLOSING:
1-8-21
MATERIAL DUE:
1-15-21



WOMEN IN THE INDUSTRY

- TECHNICAL FOCUS : Reclaimed Wood
- PRODUCT FOCUS : Reclaimed + Solid Wood Flooring + Borders/Inlays/Vents/Moldings/Stair Parts
- BONUS FOR ADVERTISERS : Buy one 1/2 page or larger ad, receive free digital product focus in e-news
- BONUS DISTRIBUTION : NWFA Training, AHMI

**APR/
MAY**

AD CLOSING:
3-5-21
MATERIAL DUE:
3-12-21



VALUE OF EDUCATION

- TECHNICAL FOCUS : Sanding Technique
- PRODUCT FOCUS : Sanding Equipment/Abrasives
- BONUS FOR ADVERTISERS : Buy one 1/2 page or larger ad, receive a second ad of equal size free + Spring Product Showcase
- BONUS DISTRIBUTION : NWFA Training

**JUN/
JUL**

AD CLOSING:
5-7-21
MATERIAL DUE:
5-14-21



WOOD FLOOR OF THE YEAR + NWFA EXPO PREVIEW

- TECHNICAL FOCUS : Care + Maintenance
- PRODUCT FOCUS : Finishes/Applicators/Fillers/Recoat/Maintenance + Cleaning Products
- BONUS FOR ADVERTISERS : 20 percent off any size ad + Expo Exhibitor Showcase
- BONUS DISTRIBUTION : NWFA Training, CCA Global, NWFA Expo

**AUG/
SEP**

AD CLOSING:
7-2-21
MATERIAL DUE:
7-9-21



COMMERCIAL SPACES

- TECHNICAL FOCUS : Underlayment Systems
- PRODUCT FOCUS : Subfloors/Subfloor Preparation/Adhesives
- BONUS FOR ADVERTISERS : Buy one 1/2 page or larger ad; receive free footerboard in e-news
- BONUS DISTRIBUTION : NWFA Training

**OCT/
NOV**

AD CLOSING:
9-5-21
MATERIAL DUE:
9-10-21



2022 INDUSTRY OUTLOOK

- TECHNICAL FOCUS : Manufacturing Wood Flooring
- PRODUCT FOCUS : Engineered Wood Flooring + Floor Manufacturing Equipment
- BONUS FOR ADVERTISERS : 20 percent off any size ad
- BONUS DISTRIBUTION : NWFA Training, NAFCO, Greenbuild, NHLA

**DEC/
JAN**

AD CLOSING:
11-5-21
MATERIAL DUE:
11-12-21



40 UNDER 40

- TECHNICAL FOCUS : Tool Maintenance + Usage
- PRODUCT FOCUS : Tools/Moisture Meters/Supplies/Nailers/Fasteners
- BONUS FOR ADVERTISERS : Inclusion in NWFA TISE Preview
- BONUS DISTRIBUTION : NWFA Training, TISE, CCA Global, DOMOTEX Hannover