

What are advertorials? Part advertising, part news column, ADVERTORIALS are profoundly persuasive. They're all about carpet, wood, ceramic & porcelain tile, cork, accessories, area rugs, laminate, patterns, textures, design, color and more.

Where & how can you use advertorials? Place them in your local newspaper with (or instead of) an ad. Use them as radio scripts, "caller on hold," newsletters, direct mail and your website. We'll show you how they **Supercharge Your Ad Campaign!**

Can you customize them? Edit, add to, change, re-design or customize your column any way you wish. Mention local specials, inject local notes of interest or news about your store.

They boost sales...and profits! With minimal cost.

How do advertorials work? SIMPLE...for about \$50 a week –
you receive a full volume of 12 ready-to-go, copyrighted weekly editorials on
LUXE topics instructions on getting the most from your articles

Look at these titles for YOUR column! Volume 1

- *What's So Special About A Specialty Flooring Store?*
- *Carpet Fashion Is A World Of Endless Possibilities*
- *Shopping For New Floors? Get The Credit You Deserve*
- *Larger American Homes Mean It's Time To Get 'Tile Savvy'*
- *Color Harmony At Home Includes Your Floors, Too!*
- *Step Into A World Of Custom Floors*
- *What It Takes For The Perfect Carpet Installation*
- *Best-Dressed Floors Take Some Planning*
- *Tips On Shopping For That New Floor*
- *Learning To Speak The Tile Vocabulary*
- *Express Yourself With Area Rugs*
- *Why You Need To Know The 'Colors of Wood'*
- *How Today's Wood Floors Make A Personal Statement*

SPECIAL INTRODUCTORY OFFER!

Order now and receive One FREE Advertorial. 13 in All for the Price of 12!
PLUS...One-Year's subscription to FABULOUS FLOORS Magazine (a \$14.95 value!)
ONLY \$600* * (Plus \$4.95 postage and handling)

Select your format! 1-column approx. 10 inches Email Hard Copy On Disk

Payment: Please send my complete advertorial kit immediately! Check enclosed Visa MasterCard
(Credit cards processed by Fabulous Floors)

Expiration date _____ Cardholder's Signature _____

*Name _____ Company _____

Address _____ City _____ State _____ Zip _____

*Signature _____

Put me on your mailing list! e-mailing list! (email address) _____

For More Information Or To Order:

Call Margo at 518 828 3200

Fax this order form to 518 828 4668

Mail this order form to Sonna & Company, 226 Old Post Road, Ghent NY 12075

Email us at sonna@capital.net

**Checks should be made payable to Sonna & Company*