

The information provided in this box will not be published, but will be used by *Window Fashions* staff to contact you regarding editorial and advertising opportunities:  
\*Mandatory Field

Editorial Contact\* \_\_\_\_\_ e-mail address\* \_\_\_\_\_  
 Advertising Contact\* \_\_\_\_\_ e-mail address\* \_\_\_\_\_  
 Submitted by\*: \_\_\_\_\_ e-mail address\* \_\_\_\_\_ Date \_\_\_\_\_

The following will be published in the Buyers' Guide. **Please type or print legibly!** Please write everything as you wish it to appear in the Buyers' Guide. (Abbreviations given will be listed as such, for example.)

Company name\* \_\_\_\_\_  
 Address\* \_\_\_\_\_  
 City\* \_\_\_\_\_ State\* \_\_\_\_\_ Zip\* \_\_\_\_\_ Country\* \_\_\_\_\_  
 Phone\* \_\_\_\_\_ Fax \_\_\_\_\_  
 Toll-free \_\_\_\_\_ E-Mail (For publication) \_\_\_\_\_  
 Website/URL \_\_\_\_\_  
 President\* \_\_\_\_\_  
 Company contact(s) and title(s) \_\_\_\_\_

Check all business classes that apply to your company\*:

<input type="checkbox"/> Converter	<input type="checkbox"/> Fabricator	<input type="checkbox"/> Manufacturer
<input type="checkbox"/> Distributor	<input type="checkbox"/> Importer	<input type="checkbox"/> Mill
<input type="checkbox"/> Exporter	<input type="checkbox"/> Independent Rep	<input type="checkbox"/> Workroom
<input type="checkbox"/> Fabric Jobber	<input type="checkbox"/> Installer	<input type="checkbox"/> Other (Please list) _____

Company Information (up to 50 words)  
 \_\_\_\_\_  
 \_\_\_\_\_

Brand names you carry  
 \_\_\_\_\_  
 \_\_\_\_\_

Trademarks you own  
 \_\_\_\_\_  
 \_\_\_\_\_

Branch offices  
 \_\_\_\_\_

**Return to: *Window Fashions* magazine, 4215 White Bear Parkway, Suite 100; St. Paul, MN 55110-7635; or Fax 651/653-4308**  
 You can also download this form from our website at [www.window-fashions.com](http://www.window-fashions.com), or UPDATE YOUR LISTING RIGHT ONLINE AT [www.window-fashions.com](http://www.window-fashions.com).

Company Name \_\_\_\_\_

Please fill in the circle next to each category you wish to be listed.

Categories with an \* indicate that they are NEW for 2007.

## COMPANY LISTING PLACEMENT FORM

- 1. Associations\*
- 2. Awnings

### BLINDS (3-22)

- 3. Alternative Materials
- 4. Equipment/Machines
- 5. Horizontal Components
- 6. Horizontal Contract
- 7. Horizontal Custom
- 8. Horizontal PVC/Vinyl
- 9. Horizontal Specialty
- 10. Horizontal Stock
- 11. Horizontal Wood
- 12. Horizontal Wood Components
- 13. Vertical Aluminum
- 14. Vertical Components
- 15. Vertical Contract
- 16. Vertical Custom
- 17. Vertical Fabric
- 18. Vertical PVC/Vinyl
- 19. Vertical Sheers
- 20. Vertical Specialty
- 21. Vertical Spec Track Syst/Comp
- 22. Vertical Tools

- 23. Books\*

- 24. Computer Software
- 25. Cornices & Top Treatments

### CURTAINS (26-28)

- 26. Custom/COM
- 27. Ready-Made
- 28. Track Systems

- 29. Digital Printing

### DRAPERIES (30-35)

- 30. Custom/COM
- 31. Fabric
- 32. Ready-Made
- 33. Stage/Auditorium
- 34. Tiebacks/Holdbacks
- 35. Energy-Saving Products

### EQUIPMENT (36-44)

- 36. Cleaning & Services
- 37. Horizontal Blind
- 38. Pleated Shade
- 39. Roller Shade
- 40. Sewing
- 41. Shutter
- 42. Vertical Blind
- 43. Wood Blind
- 44. Workroom

### FABRIC (45-59)

- 45. Blackout\*
- 46. Contract
- 47. Decorative Drapery
- 48. Flame Retardant
- 49. Insulating
- 50. Lace
- 51. Lining
- 52. Pleated Shade
- 53. Roller Shade
- 54. Sheer
- 55. Silk
- 56. Solar\*
- 57. Outdoor
- 58. Upholstery
- 59. Vertical Blind

- 60. Fasteners

- 61. Findings

- 62. Films

### FINIALS (63-68)

- 63. Alternative Materials
- 64. Decorative Finishes
- 65. Decorative Metal
- 66. Decorative Wood
- 67. Glass
- 68. Franchises

### HARDWARE (69-82)

- 69. Alternative Materials
- 70. Blinds
- 71. Decorative/Drapery
- 72. Decorative Finishes
- 73. Decorative Metal
- 74. Decorative Wood

- 75. Drapery
- 76. Fasteners
- 77. Findings
- 78. Grommets
- 79. Rods/Poles
- 80. Shades
- 81. Traverse Rods\*
- 82. Upholstery\*

### HOME FURNISHINGS (83-90)\*

- 83. Accessories
- 84. Art
- 85. Bedding
- 86. Furniture
- 87. Lighting
- 88. Paint
- 89. Pillows
- 90. Rugs

- 91. Installation Supplies

- 92. Laminating

- 93. Linings

### MERCHANDISING/MARKETING

#### MATERIALS (94-97)

- 94. Merchandising Sales Tools
- 95. Marketing Point-of-Sale Materials
- 96. Sample Book/Card Manufacturers
- 97. Display/Equipment

- 98. Mills

- 99. Motorization

- 100. Notions

- 101. Packaging

- 102. Panel-Track Systems

- 103. Patterns

- 104. Quilting

- 105. Safety Products

### SCREENS (106-108)

- 106. Folding

- 107. Shoji

- 108. Solar

### SHADES (109-130)

- 109. Arch Applications\*
- 110. Austrian & Balloon
- 111. Bamboo
- 112. Blackout
- 113. Cellular
- 114. COM
- 115. Components/Rollers
- 116. Contract/Commercial
- 117. Custom
- 118. Eyebrow\*
- 119. Fabric
- 120. Grass
- 121. Insulating
- 122. Laminated
- 123. Pleated
- 124. Roller
- 125. Roman
- 126. Soft Shade Components
- 127. Specialty
- 128. Standard/Stock
- 129. Solar
- 130. Woven Wood

### SHUTTERS (131-141)

- 131. Alternative Materials
- 132. Arch
- 133. Components/Hardware
- 134. Custom
- 135. Equipment/Machines
- 136. PVC/Vinyl
- 137. Rolling Shutters\*
- 138. Specialty
- 139. Standard/Stock
- 140. Unfinished
- 141. Wood

- 142. Skylight Systems

- 143. Sustainable Products\*

- 144. Trims, Tassels & Decorating Tapes

- 145. Wallcoverings

- 146. Wkrm. Supplies, Tools & Notions



Feature your products in

# WINDOWfashions<sup>®</sup>

Design & Education Magazine

## 2007 Buyers' Guide & Resource Directory

Published by *Window Fashions* magazine as our January issue.

Reach over **35,000** window-coverings professionals all year long in ***Window Fashions' 2007 Buyers' Guide & Resource Directory***, the most comprehensive, up-to-date, user-friendly, illustrated buyers' guide available in print and online to the window-coverings industry.

### ***Window Fashions' Buyers' Guide & Resource Directory* is the industry resource that provides:**

- Company listings available alphabetically and by specific product category
- A user-friendly, easy-to-access format with tabbed sections
- E-mail addresses & websites, company contacts, and product information
- Industry trends and predictions by top industry executives
- Online access 24/7
- PLUS! The opportunity to include 4-color ads to showcase your company's products and services.

### **ADVERTISING OPTIONS:**

- 4-color display ads in several sizes to capture readers' attention
- Premium placement, attention-getting tab pages that divide sections
- Showcases of products and/or merchandising aides
- Quick-access Target Ads that include your logo, phone number, products, and more
- Website Directory and/or Online Buyers' Guide links



*More than a directory*, this resource guide is a valuable planning tool for your customers!

**Circulation to over 35,000 industry professionals.**

Don't be left out of this valuable resource that industry buyers will use to make their window-covering purchases *all year long*. Remember, this will be distributed in January for use throughout 2007!

**DEADLINE TO RESERVE AD SPACE:** November 30  
**AD MATERIALS DUE:** December 4  
**Add or Update your listing online by:** November 10

**REPLY NOW!**

# Window Fashions 2007 Buyers' Guide & Resource Directory

## Advertising Insertion Order

**Maximize** your company listing by advertising your products in full color.  
Make sure readers see what you have to offer.

**1. For the greatest impact**, place your ad in this Window Fashions' Buyers' Guide & Resource Directory that will be utilized all year long!

Yes, reserve space for my  (spread)  (full)  (half)  (quarter) page advertisement.

(Refer to 2007 Window Fashions Rate Card to determine rate)

Please call me about placement available on a tabbed page. (see details on next page)

**2. Showcase your products and merchandising aides** in a 1/6 page 4-color ad, allowing readers to immediately respond to your company.

Yes, reserve a 1/6 page 4-color advertisement for my product(s) and/or merchandising aides in the January 2007 issue.

**\$795 each** (Send a 2" x 2" digital image & up to 50 words of descriptive copy for each advertisement)

**3. Target your market** with your company/product logo and phone number on specific product category pages, allowing readers to respond to you **FIRST!** (**ad size is: 2.375"W x 1.75"H.**)

Yes, include my Target Ad(s) in the product categories I've checked on form C

1-2 Product Categories **\$295 net each**

Advertise the same ads as I did in 2006 Guide

3-5 Product Categories **\$250 each**

No changes

6+ Product Categories **\$225 each**

Changes attached

**4. Display your company logo and box company listing in the alphabetical section.**

Yes, include my company logo above my listing in the alphabetical section for added impact. **\$295**

**5. Website Advertising**

Increase the reach of your listing in our Buyers' Guide, link it to your website. **\$250/year**

Website Directory—Monthly listing in every issue of *Window Fashions*. **\$350/year; \$500 w/link**

Place your *Window Fashions* product showcase ad online. **\$95/month; \$195 w/link**

Online Advantage Package—includes all of the above plus a banner ad on *Window Fashions'* homepage, company logo featured prominently in monthly issues and more. **\$3000/year**

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

**Fax this insertion order to *Window Fashions* today. 651/653-4308**

Please send your advertising materials to: *Window Fashions* magazine,  
4215 White Bear Parkway, Suite 100, St. Paul, MN 55110

Phone: 651/293-1544.

Company Name \_\_\_\_\_

Please fill in the circle next to each category you wish to place your **target ad**.

**Categories with an \* indicate that they are NEW for 2007.**

## TARGET AD PLACEMENT FORM

- 1. Associations\*
- 2. Awnings

### BLINDS (3-22)

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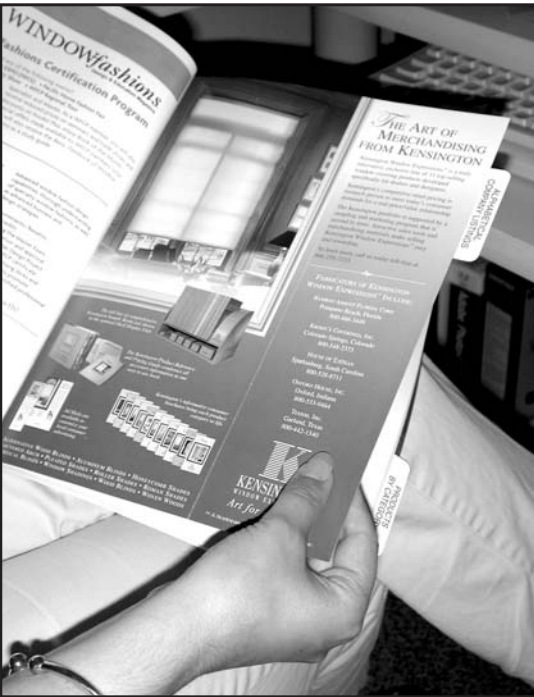
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- 143. Sustainable Products\*
- 144. Trims, Tassels & Decorating Tapes
- 145. Wallcoverings
- 146. Wkrm. Supplies, Tools & Notions



# Let potential customers keep **TABS** on you!

in the

**WINDOWfashions**  
Design & Education Magazine

## 2007 BUYERS' GUIDE

**Readers will be able to access the important information by tabbed sections. Be the FIRST company that is seen when readers use these handy tabs to find what they are looking for.**

Having your ad in this annual Buyers' Guide is already a great investment for year-round exposure. Now you can gain even more visibility when you are seen on the **TABBED** page in one of these sections:

- Alphabetical Company Listings, A-L
- Alphabetical Company Listings, M-Z
- Product Category Index
- Web Site Addresses/Trademarks

**Advertise on a TABBED page and gain the ultimate exposure to thousands of interested readers!**

These TABBED pages won't stay empty for long, so contact us right away to reserve one for your company and product. Only 8 pages will be sold.

-----  
 \$5,000 for Full page, 4-color TABBED Ad Page. **Deadline to reserve a TABBED Ad Page is when sold out!**  
 Call today for availability! **Ad materials due November 15**

**YES, reserve a TABBED PAGE for me right away!**

**Company Name/Contact** \_\_\_\_\_

**Phone #** \_\_\_\_\_

Contact *Window Fashions* magazine at 651/293-1544 or fax us this reservation form at 651/653-4308.

Company Listings, A-L

Company Listings, M-Z

Product Category Index

Web Site Addresses/  
Trademarks