

REMODELING'S 2010  
**KBIS Product Spotlight**

Remodeling professionals understand the importance of using just the right products on every job — using generic or sub-quality materials can ruin a customer's impression of the firm. In fact, it can ruin a firm's entire reputation.

The 2010 Kitchen and Bath Industry Show will provide a perfect opportunity to ensure that won't happen to you. This special KBIS Product Spotlight showcases some of the most beautiful, innovative products available, all specifically targeted to the upscale market.

Take a look through these pages and see what some of the best manufacturers in the business have put together for you at this year's KBIS... and then bring it all back home to your customers.



**Meganite Acrylic Countertops**  
 America is switching to Meganite Acrylic Solid Surface. The biggest new color launch will add over 20 new styles to the color board offering "the best selling colors in the industry." At a price point up to 40% below the leading brand, Meganite is the best choice for high performance, design selection, and big savings on residential and builder projects. Available across North America through dealers, builders, and distributors—Meganite provides Luxury for Less. [www.meganite.info](http://www.meganite.info) or 1-866-634-2648. ©2010 KBIS or http://remodelingbiz.com



**Delta**  
 The 18 Series Jetted Shower with HDKnoX™ Technology was created for homeowners who want an unobstructed shower experience without the custom shower price. It installs easily and works with standard-sized pipes, drains and water heaters, making it ideal for bathroom remodels. [Learn more at www.deltafaucet.com/jettedshower](http://www.deltafaucet.com/jettedshower) or 1-800-346-DELTA. ©2010 KBIS or http://remodelingbiz.com



**Elkay**  
 The Elkay® Auroa™ collection's newest addition is the 9110-01010101, which offers an offset shaped sink bowl that extends forward along the top leading drains to the design. This feature provides increased functionality, as the faucet is able to extend further into the sink. The Elkay Auroa collection is available in square and rectangular shapes with light corners making the bowls more spacious. Please also check a wide range of coordinating faucets. For more information, call 1-800-572-3152 or visit [www.elkay.com](http://www.elkay.com). ©2010 KBIS or http://remodelingbiz.com

# KBIS Product Spotlight

Issue: April 2010

**Remodeling**

Hanley+Wood

Close: March 1, 2010

Cost: See below

## April Issue Advertising Opportunity

The Kitchen and Bath Industry Show is a great opportunity to get in front of remodeling pros that specify and purchase your products—and the April issue of REMODELING will feature a special advertising section highlighting the KBIS Show. Don't miss your chance to reach this targeted group of Kitchen & Bath remodelers!

## How To Qualify

This ¼-page full-color product showcase write-up is available **FREE to half page and full page 4 & 6-pack advertisers and at a 50% discount for quarter page 4 & 6-pack advertisers.**

## 4-pack Package Cost

Advertise in April/August/September issues and receive a bonus ad in the issue of your choice for no additional cost. Ad options include:

- (4) full page ads: \$33,313 gross/\$28,316 net—includes a free bonus ad in the issue of your choice
- (4) horizontal/vertical ½ page ads: \$19,487 gross/\$16,564 net
- (4) ¼ page ads: \$11,488 gross/\$9,765 net

## 6-pack Package Cost

Advertise in March/April/May/August/September issues and receive a bonus ad in the issue of your choice for no additional cost. Ad options include:

- (6) full page ads: \$46,895 gross/\$39,861 net—includes a free bonus ad in the issue of your choice
- (6) horizontal/vertical ½ page ads: \$27,668 gross/\$23,518 net
- (6) ¼ page ads: \$16,320 gross/\$13,872 net

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## What We Need To Create Your Ad

**Copy:** Provide (via email) approximately 50 words of copy with headline, or send background materials and REMODELING's special projects staff will write the copy for you. Be sure to include a phone number and web address as contact information!

**Art:** Supply 1 image in digital format. Hi-res (300dpi), .eps, .tif, or .jpg files for Mac are required.

### Email All Materials To:

Sarah Hamilton (Project Manager)  
 at [s.hamilton30@comcast.net](mailto:s.hamilton30@comcast.net).

**Material Deadline:** March 1, 2010

### Questions About Materials:

Call Sarah Hamilton (Project Manager) at 301.762.3056 or email to the address above.

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Circle XXX or <http://remodeling.hotims.com>



### Delta

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Circle XXX or <http://remodeling.hotims.com>



### Elkay

The Elkay® Avado™ collection's newest addition is the EFU312010R, which offers an offset shaped sink bowl that extends forward along the top adding drama to the design. This feature provides increased functionality, as the faucet is able to extend further into the sink. The Elkay Avado collection is available in square and rectangular shapes with tight corners making the bowls more spacious. Elkay also offers a wide range of coordinating faucets. **For more information, call 1-630-572-3192 or visit [www.elkayusa.com](http://www.elkayusa.com).**

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