

TileLetter MAGAZINE

informative.technical.trending

2020 Media Planner



TileLetter is the official magazine of the National Tile Contractors Association. The leading source of technical and trending industry news and information, *TileLetter* is professionally produced and is directed solely to the tile, stone and allied products industries. Circulated to more than 12,000 firms each month, *TileLetter* is faithfully read by approximately 35,000 individuals within our industry and represents a proven value to its advertisers.

Meet the Team



BART BETTIGA
Publisher



LESLEY GODDIN
Editor

Our Mission

TileLetter delivers superior insight for the tile and stone industry internationally, conveying the thoughts and opinions of leaders and experts on the industry's latest initiatives, innovations, technologies and trends.

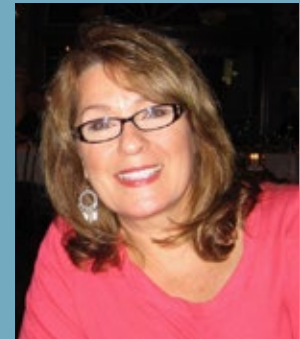
At *TileLetter*, our goal is to enhance the tile and stone industry media landscape with expert knowledge of the latest methods, standards, business practices and trending news. It is our intent to engage the reader visually as well as intellectually, with informative articles, critical insight and compelling case studies.



Michelle Chapman
Art Director
Advertising Sales



Avia Haynes
Marketing and
Communications
Director



Mary Shaw-Olson
Advertising
Sales

TileLetter Contributors

Stephanie Samulski, NTCA Director of Technical Services
Lou Iannaco, Contributing Editor

TileLetter

10K

Total subscribers

5K

Tile and flooring contractors and installers

3K

Tile distributors and importers

1K

Manufacturers

1K

Architects, designers, builders and general contractors

digital
outreach

TileLetter Weekly is received by thousands of digital subscribers every week.



TRENDS TECH Coverings'20

THE GLOBAL TILE & STONE EXPERIENCE

Additional mailing for special issues

2K

Architects, designers, builders and general contractors

Combined with *TileLetter* subscribers

12K

Total subscribers

TileLetter is published monthly with an additional issue dedicated solely to the COVERINGS show.

TRENDS and *TECH* 8" x 10" publications are circulated to subscribers, with bonus distribution to additional architects, designers, builders and contractors in the tile industry.

In 2020, *TileLetter* will continue its commitment to technical, training and business topics, expanding its focus to a more encompassing view of the industry, while offering members special editorial to support and enhance their businesses. Online, *TileLetter.com* continues to bring you breaking news on a daily basis and exclusive content you won't find anywhere else.

TileLetter MAGAZINE

TileLetter COVERINGS issue includes news about show events, seminars, exhibits, and features – everything a show-goer needs to know about Coverings in New Orleans, La., April 20 - 23, 2020. With bonus distribution at the show and to the A&D community.

TileLetter August Green Issue continues our annual tradition of focusing on sustainability and eco-friendly topics, with content that addresses what contractors, architects, designers and specifiers need to know to sustainably incorporate tile and stone into their projects. With bonus distribution to the A&D community.

IN EVERY ISSUE

Feature Cover Story
Ask the Experts
Technical
Business
One-to-ones with Industry Experts
Letters from the President and Editor
Products
News
Advertiser Index
Member Pages

- NTCA Member Spotlight
- Training and Education
- NTCA News

 Helping Hands

QUARTERLY FEATURES

A&D Focus
Installation case studies
Tile and stone
Hot topics

JANUARY

Bath Safety Month
Patterned tile
Industry Calendar
Bonus distribution at TISE
Editorial due - November 4
Advertising due - November 14

FEBRUARY

National Tile Day
Stellar projects to celebrate
National Tile Day
Editorial due - November 15
Advertising due - December 5

MARCH

Underfloor heating
Challenges and tips for laying out
tile and stone
Coverings preview
Editorial due - December 6
Advertising due - December 20

TRENDS (8"x10" publication)

Color and design trends
Regional tile sales report
Bonus distribution at Coverings '20
Editorial due - January 6
Advertising due - January 16
Mailing - March 9

COVERINGS (special show issue)

How Coverings owners support education,
training and installers
Bonus distribution at Coverings '20
Editorial due - January 17
Advertising due - February 5
Mailing - March 17

APRIL

Wet areas
Benefits of attending NTCA A&D Workshops
The art and craft of mud setting
TISE recap
Editorial due - February 6
Advertising due - February 27

MAY

Dealing with subfloors
Working with plank tile
Cevisama recap
Editorial due - February 28
Advertising due - March 13

JUNE

The great outdoors
Replacing tile after a natural disaster
Editorial due - March 14
Advertising due - April 13

JULY

Expansion joints
CEFGA SkillsUSA Expo recap
Coverings '20 recap
Editorial due - April 14
Advertising due - May 21

AUGUST (The GREEN issue)

Sustainability and pro-earth installation
Contractors experience with
OSHA Respirable silica rule compliance
LEED update
Total Solutions Plus preview
Editorial due - May 22
Advertising due - June 16

SEPTEMBER

Decorative tile
Fireplace design
Editorial due - June 17
Advertising due - July 23

OCTOBER

Women in tile
Worst tile mistakes
Editorial due - July 24
Advertising due - August 14

TECH (8"x10" publication)

Technological advancements in the industry
Bonus distribution at Total Solutions Plus
Editorial due - August 17
Advertising due - September 3
Mailing - October 12

NOVEMBER

Indoor/outdoor installs
Paver projects
National Apprenticeship Week
Editorial due - September 4
Advertising due - September 28

DECEMBER

Customizing the job
NTCA review/forecast
Editorial due - September 29
Advertising due - October 22

TILELETTER AD RATES

Premium Positions

Front and back covers	\$6,000
Inside front cover	\$2,500
Inside back cover	\$2,500
Center spread	\$2,500
Select position rate	\$100
Advertorial	\$1,100
Business card (3.5"x2")	\$300

(Business-card sized ads are a flat rate no matter color or number of runs)

Net Advertising Rates

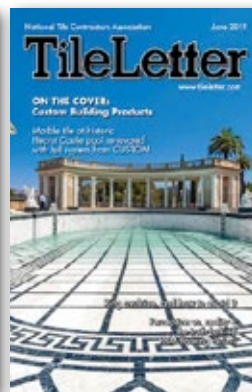
	1x	6x	12x
Two-page spread Four Color	\$2,500	\$2,000	\$1,700
Full Page Four Color	\$2,000	\$1,500	\$1,250
1/2 Page Four Color	\$1,000	\$900	\$850
3/8 Page Four Color	\$900	\$850	\$800

Net Classified Ad Rate

\$150/month listed on the *TileLetter* website and in one email blast that month. For an additional \$100, we will send an exclusive eblast to subscribers with your classified only.

FREE URL LINK

included for all print advertisers in our online digital page turner!



COMMISSION, DISCOUNTS AND RATE POLICY

ALL RATES NET. No commissions or discounts are allowed. Orders are subject to terms and provisions of current media kit. Rebate credits are given on contract increases when placement reaches next rate break. Advertisers will be short-rated if all contracted insertions are not placed during contract time.

COVERINGS RATES

Bringing your message to
New Orleans and beyond!

THE COVERINGS ISSUE

Coverings is North America's most comprehensive show for those involved in the tile and stone industries. By advertising in *TileLetter's* COVERINGS issue, you will be making the best advertising investment you can make all year.

More than 25,000 attendees are slated for the 2020 exposition, April 20 - 23, 2020, at the New Orleans Ernest N. Morial Convention Center in New Orleans, La.

TileLetter's COVERINGS issue focuses solely on the events and happenings of this popular North American show.

This issue will be mailed to our usual subscriber list with a bonus distribution to architects and designers and additional copies available in publication bins at the show.

Net Advertising Rates

FOUR COLOR ADS

Two-page spread	\$1,500
Full page	\$1,000
1/2 page	\$850
3/8 page	\$800
1/4 page	\$700

See *TileLetter* Art Requirements for ad sizes and suitable formats.

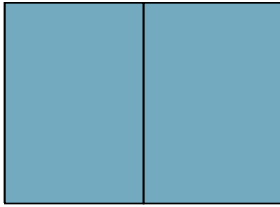


DEADLINES FOR THE COVERINGS ISSUE

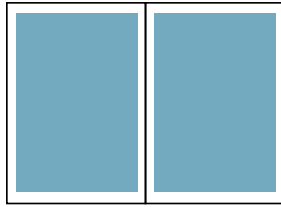
Editorial due - January 17
Advertising due - February 5

TILELETTER ART REQUIREMENTS

Two-Page Spread
(with bleed)



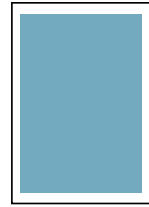
Two-Page Spread
(live area with gutter)



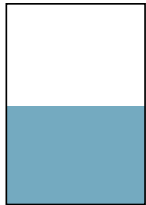
Full Page



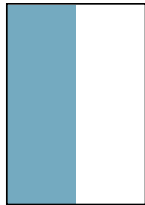
Full Page
(live area)



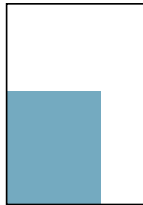
1/2 Horizontal



1/2 Vertical



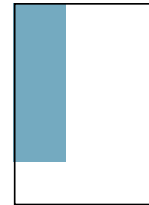
1/2 Island



3/8 Horizontal



3/8 Vertical



Trim Size
Printing
Paper Stock
Binding

5.5" x 8.5"
Offset
60 lb. Gloss White
Saddle Stitch
(Coverings issue is perfect bound)

Preferred digital format: PDFX-1A

If you need to submit your files in a format other than PDF, please use the following guidelines:

Apple or Windows OS:

Adobe InDesign CC
Adobe Illustrator CC
Adobe Photoshop CC
TIFF, JPEG images (300 dpi, sized to fit)

Note: If submitting file in AI or EPS format, all fonts must be converted to paths and all links embedded.

Gutter safety for spreads:

Allow 1/4" on each side of gutter, 1/2" total gutter safety.

Safety: Keep all LIVE matter, not intended to trim, 1/4" from TRIM edges. Offset for registration marks should be set at .1875".

Ad space contracts and materials:
Ad copy and sizes may be changed during your contract term - you are contracting for number of times to run.

Ads should be submitted to tileletter@tile-assn.com and your respective advertising contact copied.

Ad Copy Dimensions

Full Page w/bleed	5.75" x 8.75"
Full Page LIVE area	4.75" x 8"
2-Page Spread <i>(w/bleed)</i>	11.25" x 8.75"
2-Page Spread <i>(live w/.5" gutter)</i>	10.5" x 8.75"
1/2 Page Horizontal	4.625" x 3.75"
1/2 Page Vertical	2.25" x 7.625"
1/2 Page Island	3.375" x 4.875"
3/8 Page Horizontal	4.625" x 2.75"
3/8 Page Vertical	2.25" x 5.5"

TRENDS AND TECH AD RATES

TRENDS and TECH brought to you by NTCA

Reach out to 12,000 A&D subscribers with a range of opportunities offered under the *TileLetter* publishing umbrella. These two print vehicles have custom content geared towards the A&D community. Here's what's on tap:

TRENDS and TECH: added impact in 8" x 10" format

The expanded format of *TRENDS* and *TECH* appeal to the A&D preference for visuals and photos.

TRENDS: *TRENDS* explores new products and up-and-coming design, style, fashion and influences what we will see at Coverings and beyond. *TRENDS* is your go-to publication for information on the newest products for glass, porcelain, ceramic, stone, tools, technology and so much more. This issue will be available at the Coverings show.

TECH: What do various players in the industry need to know to be educated? How do you make the most of technological advances and developments unfolding in installation methods and techniques in our industry? Find out in *TECH*, from manufacturers who produce them and the contractors who use them! This issue will be available at Total Solutions Plus.



Both *TRENDS* and *TECH* are mailed to our regular *TileLetter* circulation as well as to an additional 2,000 architects and designers associated with the tile and stone industry.

Net Advertising Rates

FOUR COLOR ADS (1X AND 2X CONTRACTS)		PREMIUM POSITIONS	
Two-page spread	\$2,500	Outside front and back covers	\$6,000
Full page	\$2,000	Inside back cover 2-page spread	\$4,000
1/2 page	\$1,000	Inside front cover - page 1 spread	\$4,500
3/8 page	\$900	Pages 2-3 spread	\$3,500
		Advertorial per page	\$1,500

See *TRENDS* and *TECH* Art Requirements for ad sizes and suitable formats.

DEADLINES FOR TRENDS AND TECH

TRENDS:

Editorial due - January 6

Advertising due - January 16

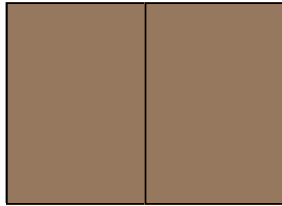
TECH:

Editorial due - August 17

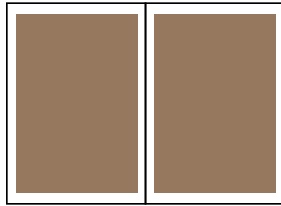
Advertising due - September 3

TRENDS AND TECH ART REQUIREMENTS

Two Page Spread
(with bleed)



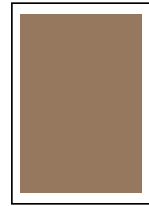
Two Page Spread
(live area with gutter)



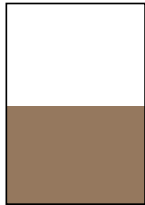
Full Page



Full Page
(live area)



1/2 Horizontal



1/2 Vertical



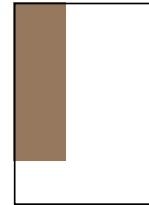
1/2 Island



3/8 Horizontal



3/8 Vertical



Trim Size
Printing
Paper Stock
Binding

8" x 10"

Offset

60 lb. Gloss White

Saddle Stitch

(Coverings issue is perfect bound)

Preferred digital format: PDFX-1A

If you need to submit your files in a format other than PDF, please use the following guidelines:

Apple or Windows OS:

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TIFF, JPEG images (300 dpi, sized to fit)

Note: If submitting file in AI or EPS format, all fonts must be converted to paths and all links embedded.

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Safety: Keep all LIVE matter, not intended to trim, 1/4" from TRIM edges. Offset for registration marks should be set at .1875".

Ad space contracts and materials:
Ad copy and sizes may be changed during your contract term - you are contracting for number of times to run.

Ads should be submitted to tileletter@tile-assn.com and your respective advertising contact copied.

Ad Copy Dimensions

Full Page w/bleed	8.25" x 10.25"
Full Page LIVE area	7.25" x 9"
2 Page Spread (w/bleed)	16.25" x 10.25"
2 Page Spread (live w/.5" gutter)	15.25" x 10.25"
1/2 Page Horizontal	7.25" x 4.5"
1/2 Page Vertical	3.625" x 9"
1/2 Page Island	4.625" x 6.25"
3/8 Page Horizontal	7.25" x 3"
3/8 Page Vertical	2.375" x 6"

Inserts and Specialty Printing

To ensure that every copy arrives in pristine condition, we offer "adbag" wrapping in a clear, plastic bag. This protective wrapping provides special advertising opportunities for you! You can create a customized message that will be inserted along with any issue of *TileLetter*, *TRENDS* or *TECH* publication as a 5" x 7", four-page piece. Or choose postcards with targeted messaging that can be printed to your specifications or provided by you and placed into the magazine.

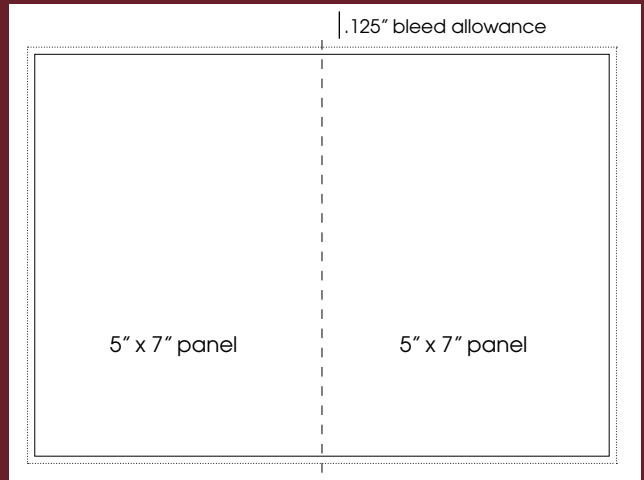
Call your advertising sales representative for available options or more information.

Ad Copy Dimensions for a 5" x 7" insert

Trim Size	5" x 7"
Bleed Allowance (.125")	5.25" x 7.25"
Printing	Offset
Paper Stock	100 lb. cover gloss white
Binding	fold

If you dream it, we can print it

Installers, fabricators, distributors, retailers, architects and designers worldwide rely on *TileLetter* for new products, industry news and technical information. Capture their attention with a specialty piece that delivers a message the way you've intended.



Net Advertising Rates

FOUR COLOR ADVERTISEMENT PER ISSUE

Four-page brochure 5" x 7" or 4" x 6", printed and inserted	\$6,000
4" x 6" or 5" x 7" two-sided, printed and inserted	\$3,500
Four-page provided 5" x 7" or smaller piece, inserted	\$3,000
Custom insertions for booklets, brochures, cards	Call for pricing

TileLetter

TileLetter.com website
and digital page turner

TileLetter's digital edition is a replica of its print edition with added benefits for interactive users. This mobile-friendly version of *TileLetter* magazine includes additional coverage of new product introductions, breaking news in the industry, and expanded technical and business article links.

An option for advertisers is embedded video on top of your ad in the digital page turner or on TileLetter.com homepage.

880x220 home page carousel ad	\$1,000/month
300x80 right side margin ad	\$2,500.00/year
YouTube video on homepage	\$500/month
YouTube link in page turner	\$500/month

NTCA eNews & Views Digital Newsletter

A weekly digital publication that conveys association objectives and messaging. Includes regional and national programs, news releases and educational content. NTCA eNews & Views is an ideal place to promote products and services to drive traffic to your site, generate sales and build awareness for your brand. Sponsorship and advertising opportunities available include:

650x150 bottom banner ad sponsorship <i>(includes a 150-word product spotlight and one image)</i>	\$1,000/week
650x150 (middle banner feature) ..	\$750/week
325x600	\$600/week
325x450	\$500/week
325x325	\$250/week

Custom eblast to a targeted market
or audience



Distributed every week, *TileLetter Weekly* includes breaking news in the tile and stone industry, product spotlights, and technology and business educational content. Newsletter sponsorship and advertising opportunities available include:

650x150 bottom banner ad sponsorship <i>(includes a 150-word product spotlight and one image)</i>	\$1,000/week
650x150 (middle banner feature) ..	\$750/week
325x600	\$600/week
325x450	\$500/week
325x325	\$250/week



www.tile-assn.com

The association's website has premium advertising positions available. NTCA has partnered with Multiview, a leader in digital media advertising and marketing solutions.

To access Multiview's media kit or to speak to a representative, contact Sima Margulis at smargulis@multiview.com.



300x80

TileLetter homepage horizontal

325x600

*TileLetter & NTCA
newsletter tower ad*

325x325

*TileLetter & NTCA
newsletter ad*

JPG and GIF are preferred formats for all digital ads.

325x450

*TileLetter & NTCA
newsletter tower ad*

650x150

TileLetter & NTCA newsletter lower banner ad

880x220

TileLetter homepage carousel

TileLetter has been around for over six decades and is known for its high-quality print publications. In addition, our digital platforms have become a go-to source for tile and stone professionals who want to be kept up-to-date with the latest news in our industry.



DEADLINES

Deadline for ad and copy material is due on the 15th of the month preceding published month for spotlights and advertising. Custom blasts with logos/graphics are due one month in advance of the campaign.

