

TileLetter

Media Planner 2023



2023 Media Planner

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ON THE COVER: This radiant sun mosaic was created and installed by Michael Moreno of Artisan Tile, Lompoc, Calif. Learn about this project in the January 2023 issue of TileLetter.

TileLetter

The industry's leading tile installation magazine



REACH READERS *with* the EVOLVING PUBLICATION *that's* BEEN LOVED *for* OVER 60 YEARS

“TileLetter contains the newest information about the tile trade from the most knowledgeable contractors, manufacturers and professionals who literally write the industry standards.

The articles discuss projects, products, methods and business issues specific to tile installation and found nowhere else. After over 20 years of subscribing – there's always something new to learn!”

Mike Micalizzi, CTC, Sr. Director,
Technical Services, Custom Building
Products



In a world where print magazines are starting to disappear, *TileLetter* has over 60 years of history behind her and is going strong. And you've told us over and over again –you love *TileLetter*! 2023 brings a lot more to love with continued compelling content for business, training and technical, as well as One-to-One interviews with industry leaders and the getting-to-know-you content in Member Spotlights. Our special sections –A&D Corner, Hot Topics, Rising Stars and Case Studies – continue, along with special Workplace Wellness installments in our Business section and a couple of updates from our Training and Education section with CTEF's Brad Denny to keep readers informed and inspired.

But we do have some new things on tap for you too!

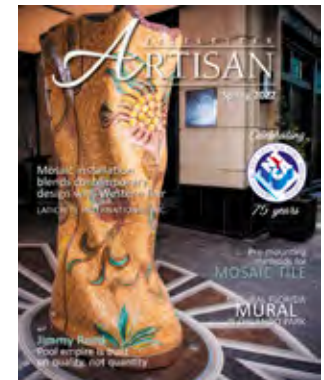


To begin with, we've heard members occasionally wringing their hands about how to redeem their \$2,500 in vouchers each year. Our January issue addresses that confusion, and gives a clear path to members taking advantage of this perk while getting to sample your products and become converts – all while MAKING MONEY on their membership!

Next, our February issue will be completely dedicated to training and education, which is the backbone of NTCA, and is supported by many industry sponsors. Learn about what NTCA has in store with local workshops across the country and regional training events, as

well as training and education programs from many of you sponsors.

You'll enjoy the Spring and Fall issues of our large-format *TileLetter ARTISAN* magazine that celebrates the best tile has to offer through beauty, artisanship and craftsmanship. This has grown into a beautiful and sought-after publication about members kicking their artisan game up a notch, so prepared to be wowed again this year!



Our digital offerings also continue to provide an abundant array of impactful and engaging options to showcase your news and products, including the opportunity for sponsored content. Choose the option that best suits you:

Pro Angle by *TileLetter* and NTCA eNews weekly newsletters or dedicated eBlasts. Or try them all!

TileLetter.com brings daily immediacy of information – and your message – to viewers in a way that grabs their attention, and keeps them coming back for more. And *TileLetter Digital* magazine brings the vitality of each month's print issue to a format that can be accessed anywhere, from any device, and compelling range of advertising options to promote your products and services – at prices that can't be beat!

Show some love for the publication that loves the industry – and helps you spread your message.
We'd love to have you advertise with us!

REACH *the* READER

10,000+ PRINTED AND DIGITAL MAGAZINE COPIES
DISTRIBUTED PER ISSUE



CIRCULATION

10k

Total subscribers

50%

Tile and flooring contractors and installers

30%

Tile distributors and importers

10%

Manufacturers

10%

Architects, designers, builders and
general contractors

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.



IN EVERY ISSUE

Business
Technical
Cover Story
Training & Education
Ask the Experts
NTCA Member Spotlight
One-to-One Interview
Industry News/Products

ROTATING FEATURES

Case Study
Hot Topics
A&D Corner
Rising Stars
Workplace Wellness



2023 TILELETTER PRINT EDITORIAL CALENDAR



JANUARY

Case study
Mitigating moisture
Redeeming NTCA Vouchers
Industry calendar



The Training Issue

FEBRUARY

NTCA and sponsor training
and education programs
NTCA University Update
Why the NTCA Tech Team
loves to answer your questions



Women in Tile Issue

MARCH

Women in Tile
Rising Stars
Letting go of lippage
Coverings preview



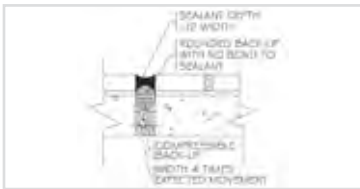
APRIL

A&D Corner
Workplace Wellness
CTEF Journal – from the mind
of Brad Denny



TILELETTER ARTISAN

Spring issue



MAY

Hot Topics
What to look for in a new hire
Critical importance of
expansion joints



JUNE

Case Study
Workplace Wellness
When are hollow floors NOT
a problem?



JULY

A&D Corner
Retaining quality employees
Patios and pavers



The Green Issue

AUGUST

Hot Topics
Pebble projects
What contractors wish
manufacturers knew



SEPTEMBER

Rising Stars
Tiling stairs
Total Solutions Plus preview



OCTOBER

Case Study
Focus on the NTCA
Reference Manual
Successful showers



TILELETTER ARTISAN

Fall issue



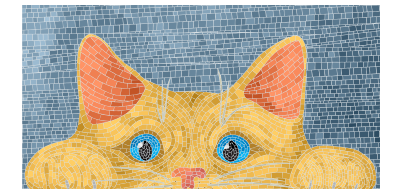
NOVEMBER

Hot Topics
Workplace Wellness
Maintaining tile and stone
CTEF Journal – from the mind
of Brad Denny



DECEMBER

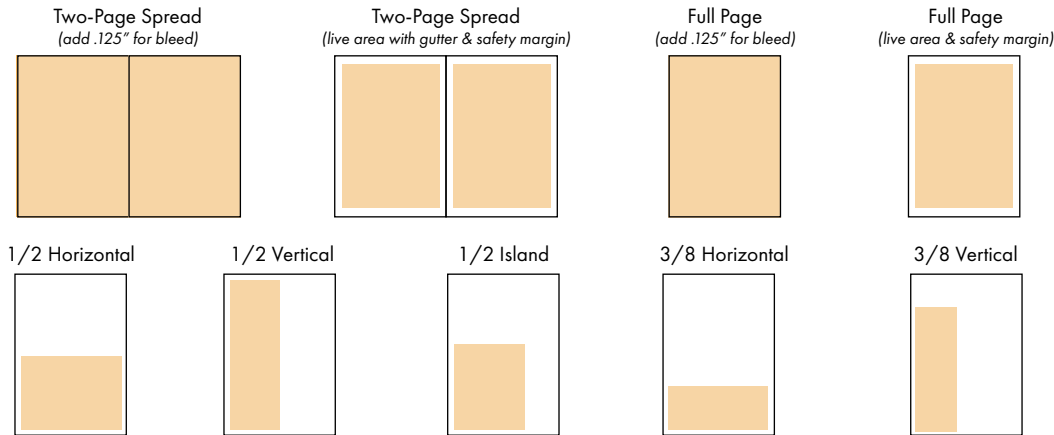
Rising Stars
Thickbed dos and don'ts
NTCA Forecast/Review



EDITORIAL QUESTIONS?

Contact Lesley Goddin
lesley@tile-assn.com

PRINT AD SIZES *and* FORMATS



TileLetter Ad Dimensions

Full Page w/bleed	5.75" x 8.75"
Full Page LIVE area	4.75" x 8"
2 Page Spread (w/bleed w/.5 gutter)	11.25" x 8.75"
2 Page Spread (live w/.5" gutter)	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"

TileLetter ARTISAN Ad Dimensions

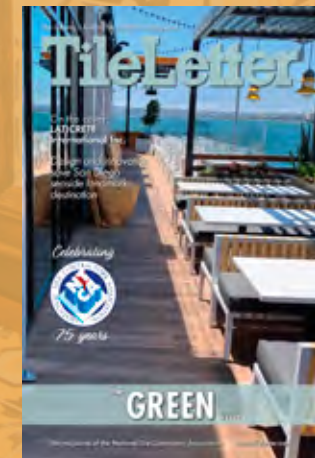
Full Page w/bleed	8.25" x 10.25"
Full Page LIVE area	7.25" x 9"
2 Page Spread (w/bleed w/.5 gutter)	16.25" x 10.25"
2 Page Spread (live w/.5" gutter)	15.25" x 10.25"
1/2 Page Horizontal	7.25" x 4.5"
1/2 Page Vertical	3.625" x 9"
1/2 Page Island	4.625" x 6.25"
3/8 Page Horizontal	7.25" x 3"
3/8 Page Vertical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

“

TileLetter and TileLetter ARTISAN shine a spotlight on the beauty and creativity of the tile industry. They are the nation's premier voice of the artisan contractor and the record of the advancements in innovation of our industry. They are among the few publications that I know the industry professionals actually read and collect. I have TileLetter issues that date back to the very beginning of my career. I look forward to reading it and I love it when I read articles about people I personally know.

Ron Nash, President, COO
LATICRETE North America

”



“

TileLetter and the amazing TileLetter ARTISAN keep my staff and me up-to-date with what is happening in our ever-changing industry. These publications continue to inspire us, celebrate our amazing members, remind us of up-and-coming events and most importantly, bring us all together.

As I write this, TileLetter is open on my desk to Martin Brookes' Presidents Letter on improving communication in the workplace.

Thank you to all the TileLetter staff for continuing to deliver the best, most thoughtful association publications out there. Bravo!

Dirk Sullivan, Owner, Hawthorne Tile
NTCA State Director and 2022 NTCA
Tile Person of the Year



”

PRINT AD SUBMISSION GUIDELINES

PREFERRED AD FILE FORMATS

- 300 dpi PDF
- 300 dpi TIFF
- 300 dpi EPS

OTHER ACCEPTED FORMATS

- InDesign CS, Illustrator, Photoshop
- Please include all working files and fonts if submitting in one of these application formats. If font files cannot be provided, please convert all text to paths.

BLEED AND SAFETY MARGINS

- Bleed is a printing term that is used to reference an ad that has images or elements that touch the edge of the page, extending beyond the trim edge and leaving no white margin. When a document has bleed, it must be printed on a larger sheet of paper and then trimmed down. If your ad meets the edge of the page, and you don't want a white margin, TileLetter requires 1/8" (.125") bleed on all sides of the ad that meet the page edge.
- Safety margin is a printing term used to describe the area near the edge of the page where essential items could be cut off. To ensure that no print or image will be cut off in the printing process, be sure your type or logo is at least 1/4" (.25") away from the edge of the page.

CHECK YOUR RESOLUTION

Magazine printing requires a higher resolution than a computer screen. Be sure that all images and text are high-resolution. 300 dpi is considered the correct resolution for print. Lower resolution graphics may appear blurry or pixelated and should be avoided.

TIPS FOR MAKING PDFS

- When exporting your PDF, please embed all fonts and images.
- Please be sure to export at high resolution (press quality, 300 dpi).
- If your full-page ad meets the edge of the page, and you don't want a white border, be sure to include a 1/8" bleed area on all sides that meet the edge of the page.

SUBMITTING YOUR AD FILE

- Via cloud service: Please collect all necessary files in one folder before uploading via cloud service such as Dropbox, WeTransfer, etc.
- Via Email: Please email your ad only if the total file size is 10 MB or is less.
- We recommend compressing the folder that contains your files before uploading or emailing.
- Ads should be submitted to your respective advertising contact or to tileletter@tileletter.com.

TileLetter Trim Size	5.5" x 8.5"	TileLetter ARTISAN Trim Size	8" x 10"
Printing	Offset	Printing	Offset
Paper Stock	60 lb. Gloss White	Paper Stock	60 lb. Gloss White
Binding	Saddle Stitched	Binding	Perfect

We're here to help if you have any questions.

Please reach out if you have any questions regarding your ad.
mary@tile-assn.com • michelle@tile-assn.com

DIGITAL CONNECTIONS *with* TILELETTER WEBSITE TILELETTER DIGITAL MAGAZINE

Industry professionals visit our website each month to find the latest digital edition, access past issues, read online exclusive content, and subscribe to *TileLetter* magazine.



Increase your online visibility by advertising on the TileLetter.com website and *TileLetter Digital* magazine in a fully responsive design across desktop, tablet and mobile devices.

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We live in a microwave society where things are at your fingertips in seconds. TileLetter's exactly that! From print, to digital, to weekly newsletters and eblasts, accurate information is readily available.

I use TileLetter in my business as an accurate source of tile specific info. I don't set vanities or hang lights, I'm a tile guy. What more can you ask for? It feels relatable! From articles on ProKnee which I'm a firm believer in, to articles on thermal expansion and brand-specific thinsets and products I literally use every day, I get product updates, new releases, and updated standards.

The thing I enjoy most about TileLetter is probably the ARTISAN edition, I'm featured in a past issue in an artisan-specific article, and I'm very proud of it. I don't do tile, I express myself through tile. We are artisans. Having that hard copy/print version article to show customers is great, let alone loved ones!

I feel like I can trust TileLetter, period.

Aryk Snowberger,
Snowbee Custom Tile LLC

”

PRO ANGLE by TILELETTER, NTCA ENEWS & DEDICATED EBLASTS

The Leading Online Source for Tile News

Pro Angle by TileLetter

Distributed every week, *Pro Angle by TileLetter* includes breaking news in the tile and stone industry, product spotlights, and technology and business educational content.

NTCA eNews

A weekly digital publication that conveys association objectives and messaging. It includes regional and national programs, news releases and educational content. *NTCA eNews* is an ideal place to promote products and services to drive traffic to your site, generate sales and build awareness for your brand.

Dedicated eBlast

Looking for a means to getting your message in front of our loyal following? Try a dedicated eblast! Dedicated eBlasts are 650 px wide and can be JPG, GIF or PNG file format. Max file size is 499k. HTML files are also welcomed. eBlast advertising should also include a subject line and URL link.

Pro Angle by TileLetter & NTCA eNews Sponsors

Sponsors of *Pro Angle by TileLetter* or *NTCA eNews* receive a bottom banner ad (650x150*) and a product spotlight. Your product spotlight includes one image (150x150*) and a product write-up of 150 words plus a URL link to your site.

***Files should be no larger than 499k**

DEADLINES

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



Vertical
325x600 px

Tower
325x450 px

Square
325x325 px

Specs for all ads:

- Maximum size – 499k
- JPG, PNG or GIF
- Click through URL

Sponsor banner
650x150 px

4,000+
PRO ANGLE BY TILELETTER
SUBSCRIBERS

6,000+
NTCA E-NEWS
SUBSCRIBERS

TILELETTER WEBSITE ADVERTISING

Online display ads are an effective way to create clicks to your website. Static or animated ads appear throughout the landing pages of *TileLetter*'s website. Our responsive design means editorial content and advertising is presented in a readable and engaging manner for viewers across all devices.

TileLetter Website

Half page ad

JPG, PNG or GIF

Guidelines

- 300x600 px
- Link to URL



YouTube video spot

Home page on the site

Guidelines

- Provide video link from YouTube
- Recommended video length: Up to 3 min.



Medium rectangle ad

JPG, PNG or GIF

Guidelines

- 300x250 px
- Link to URL

* Sponsored content (with or without video)

Guidelines

- Will be labeled as "Sponsored Content"; byline will be brand name
- Word count: 600-800. Content must be informational, not promotional, and/or cannot mention product or brand more than 3 times
- Include 2-4 images (can include YouTube video)
- Link to URL
- *This option is available to only two (2) sponsors per month

“

I highly recommend the TileLetter and TileLetter ARTISAN magazines for different reasons. TileLetter has always the newest information about the industry, events and new products. TileLetter ARTISAN shows what can be done – it's a magazine made by and with artisans and their work.

In simple words "We are Tile" = TileLetter and TileLetter ARTISAN.

Markus Dworowy,
Technical Account Manager
Blanke Corporation

”



TILELETTER DIGITAL MAGAZINE ADVERTISING

TileLetter Digital magazine combines the look of the print edition with interactivity of the web. *TileLetter Digital* edition contains articles, images and video to attract attention from your desired audience in an interactive format.

TileLetter Digital Magazine (Maximum file size 250k)

Full page ad

Inspire action with a full-screen digital ad that boosts awareness, drives conversions, and generates real results for your business.

Guidelines

- Desktop - 2560x1440 px
- Mobile - 768x896 px

Standard ad

Standard ads appear within article content.

Guidelines

- 1042x342 px

Slide show

Create an immersive experience by telling a story through slides of pictures and brand messages.

Guidelines

- 1042x342 px
- 2 to 7 slides

YouTube video spot

Video is an excellent format for informing and educating.

Guidelines

- Provide video link from YouTube
- Recommended video length:
Up to 3 min.

Pop-up ads

These dynamic options appear over articles.

Guidelines

- 900x860 px

Specs for all ads:

- Maximum size – 250k
- JPG, PNG or GIF
- Click through URL

As a tile professional geographically isolated from many of my peers, I really appreciate TileLetter's highlights of industry professionals from around the country. The publication also allows me to stay connected to industry news, new products, etc., so I can stay current in my own business. TileLetter ARTISAN compliments the original, by diving a little deeper into the artistry of tile. It is a great source of historical, current, and future happenings in this niche. I enjoy seeing what was – and is – possible. Both versions are easily accessible on line and I especially appreciate that. Thank you to the TileLetter team and those willing to contribute each month. The content is always fresh and interesting!

Katie Marcotte, Maine Modern Tile
NTCA Region 1 Board and Ambassador



ADVERTISE WITH US

TileLetter has kept me informed about hot topics in our industry. I know that as our industry evolves, I can look forward to insightful stories about relevant issues we all face. I love reading perspectives from different members of the trade as many of us still operate small businesses in semi-isolation. TileLetter has helped me be more connected and not feel like I work in a vacuum. TileLetter ARTISAN has hit the ground running and I can't wait to see more. Thanks to Lesley and the TileLetter team for their dedicated efforts on our behalf.

Nadine Edelstein, Tile Design by Edelstein

Magazines such as TileLetter and TileLetter ARTISAN and their online versions and stories benefit companies like mine and the entire tile industry by showcasing what is

possible with tile. Whether it's steering an installer to a new material or method, educating the industry about a new or revised standard, or simply highlighting a beautiful installation to stir the creative juices, TileLetter is there. Frequently when I search for a tile-related topic, an informative, archived article pops up from the TileLetter. We are very lucky to have these excellent resources specifically tailored to the tile industry.

Dan Marvin, Director of Product Standards and Sustainability, Schluter Systems North America

I picked up an issue of TileLetter magazine about 15 years ago while I was waiting for an order to be filled at a local tile distributor and was immediately a fan, so much so that I asked if I could take the issue home with me

to read – and then quickly subscribed thereafter. I really enjoy getting the latest issue and reading about the new products hitting the market, the articles covering technical installation details, the advancements being made in the industry to make my job easier and stories about real life installers in the field who are pushing the boundaries of what is possible with tile. Many of these installers were my mentors in the online tile forums who eventually became my peers in the social media tile groups. I now consider many of them very dear friends, so it really highlights how tight knit our industry is. Thank you to the wonderful writers and staff at TileLetter for always keeping us up to speed in such a rapidly changing industry!

Robb Olson, Owner, Footprint Wood & Stone

CAPTURING READERS' QUEST FOR KNOWLEDGE and DRAWING THEM BACK, ISSUE AFTER ISSUE



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