

A close-up, angled view of a laptop keyboard. The keys are primarily white and red, with some silver accents. An American flag pattern is overlaid on the top left portion of the image, with the stars and stripes appearing to be part of the keyboard's surface or a digital overlay. The text 'TileLetter' is prominently displayed in the upper left quadrant.

TileLetter

Media Planner 2021

2021 Media Planner

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ON THE COVER: American flag created by Unique Mosaic, LLC and installed by Tile by Design for a military veteran's entryway.

TileLetter

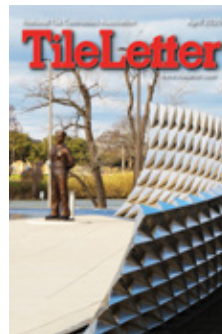
The industry's leading tile installation magazine



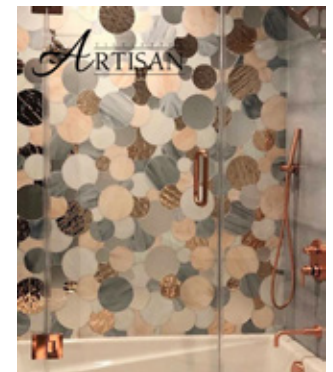
QUALITY EDITORIAL ATTRACTS *the* QUALITY-MINDED TILE *and* STONE PROFESSIONAL



All eyes are on 2021 for a number of reasons, not the least of which are new opportunities for businesses across the board. At *TileLetter*, we've been hard at work to develop a full menu of advertising opportunities that afford you the option of marrying your message with the best targeted outreach to your audience.



Our flagship monthly print *TileLetter* magazine offers the enduring, tried-and-true print ad formats that work to pull customers to your company and champion your brand. And in 2021, we present new print opportunities in our twice-yearly 8"x10" *TileLetter ARTISAN* publication. Using print to its best effect, *TileLetter ARTISAN* focuses on the best tile has to offer through beauty, artisanship and craftsmanship. The mission is to celebrate, inform and inspire, showcasing beautiful projects, providing practical information for artisans



seeking to take their craft up a notch and inspire contractors to join the trade and learn the skills that position them as artists in their field. It will be supported by a digital companion, that invites readers to "take a closer look" and zoom in on project details visually and explained step by step via video.

Speaking of digital, in 2021, *TileLetter* serves up an innovative stable of larger and more engaging options to help you get your products seen. Choose bold messaging through our *TileLetter Weekly* and *NTCA eNews* weekly newsletters and dedicated eblasts. *TileLetter.com* sports a clean new design to bring the immediacy of our content – and your message – to viewers in a way that grabs their attention. *TileLetter* magazine, digital issue, has a fresh look and compelling range of advertising options to promote your products and services.

Welcome to 2021 – this isn't your grandfather's TileLetter!

Come advertise with us!

“
TileLetter does a great job of covering the entire spectrum of our industry. There's something in it for everyone, every issue. The technical advice is great, including that from the manufacturers themselves. There have been instances where we have highlighted specific articles for our staff, particularly when they're relevant to something we are working on or a product we're using. It can be a useful education tool. NTCA Member Spotlights provide insight into what others are doing and how they have achieved success in whatever their markets are. I also appreciate a monthly update on industry news. It's a great way to keep informed, and in one place (for those of us that are not constantly on social media picking up bits and pieces). It's our one-stop shop for what's going on in the industry. I look forward to seeing more about the artisanship in our craft.”

Lee Callewaert
Dragonfly Tile & Stone Works, Inc.

REACH *the* READER

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



CIRCULATION

10 k	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.

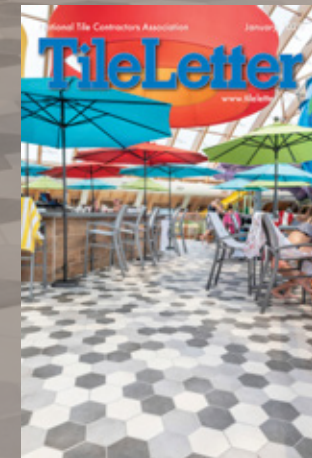


“

We find that *TileLetter* is an excellent resource with rich content tailored specifically for the tile industry. There is no extraneous noise – just valuable information – whether you are a manufacturer, distributor, or contractor. Also, regardless of industry experience, everyone from the novice to the seasoned professional can find something new to learn in each issue of *TileLetter*. It is why we at MAPEI Corp. have enjoyed a robust advertising program with the magazine for so many years.

”

Steven Day
Director of Operational Marketing, MAPEI



TILELETTER *&* TILELETTER ARTISAN

IN EVERY ISSUE

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

ROTATING FEATURES

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

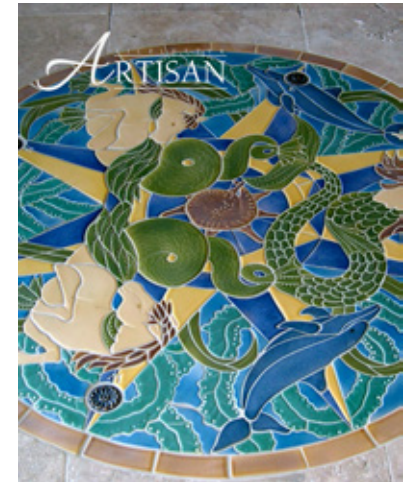


2021 NEW PUBLICATION



Introducing **ARTISAN**

A new twice-yearly, 8"x10" publication focused on the artisan tile setter, and the legacy of creative craftsmanship embodied by our trade.



2021 NEW FEATURES

RISING STARS

One of our four rotating features, this new feature will shine a light on emerging talent.



WORKPLACE WELLNESS

Appearing quarterly within our Business section, these stories will explore practices, techniques and suggestions to help you stay balanced and grounded at work and beyond.

2021 TILELETTER PRINT EDITORIAL CALENDAR



JANUARY

Bath safety month
Case study
Industry calendar



FEBRUARY

National Tile Day
Hot Topics



MARCH

Women in tile
Rising Stars



APRIL

Wet areas
A&D Corner



ARTISAN

Debut Spring issue
Focus on artisan tile
setting in residential



MAY

Avoiding lippage
Case study



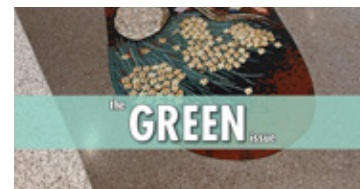
JUNE

Great outdoors month
Hot Topics
NTCA University update



JULY

Expansion joints
Rising Stars



AUGUST

The Green Issue
A&D Corner



SEPTEMBER

Electric floor warming
Case study



OCTOBER

Mud setting
Hot Topics



ARTISAN

Fall issue
Focus on artisan tile
setting in commercial



NOVEMBER

Apprenticeship week
Rising Stars



DECEMBER

NTCA review/forecast
A&D Corner

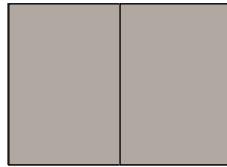


QUESTIONS?

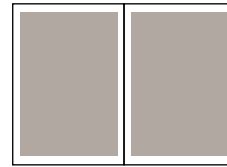
Contact Lesley Goddin
lesley@tile-assn.com

PRINT AD SIZES *and* FORMATS

Two-Page Spread
(add .125" for bleed)



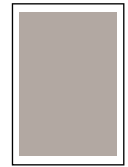
Two-Page Spread
(live area with gutter & safety margin)



Full Page
(add .125" for bleed)



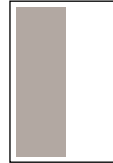
Full Page
(live area & safety margin)



1/2 Horizontal



1/2 Vertical



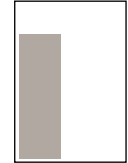
1/2 Island



3/8 Horizontal



3/8 Vertical



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"

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 has been a trusted and valued partner of LATICRETE for many years. Its journalism is top-notch, keeping the industry well-informed. TileLetter is a cornerstone of our marketing strategy as a superior publisher for installers and contractors. As the official publication for the NTCA, TileLetter ensures we're getting a targeted audience in need of high-quality installation products and the expert commentary from our technical staff. I truly appreciate the team behind the publication; they always go the extra mile to provide the greatest value and service. I look forward to new and exciting outreach opportunities for keeping our brand and product communication in front of our customers and prospects.

”

Maria Oliveira
Senior Manager,
Marketing Communications
LATICRETE

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"	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

“

TileLetter is the only periodical that I CAN'T live without. Its focus on the tile industry's relevant topics and news of the day – pertaining to and for the tile and stone contractor – is a must read each month, while still being inclusive and relevant to the entire tile industry, whether on technical topics, economic issues, or new products. The information we glean from TileLetter's pages continues to help us run a successful contracting business in this ever-changing industry of tile.

”

Woody Sanders

DW Sanders Tile & Stone Contracting

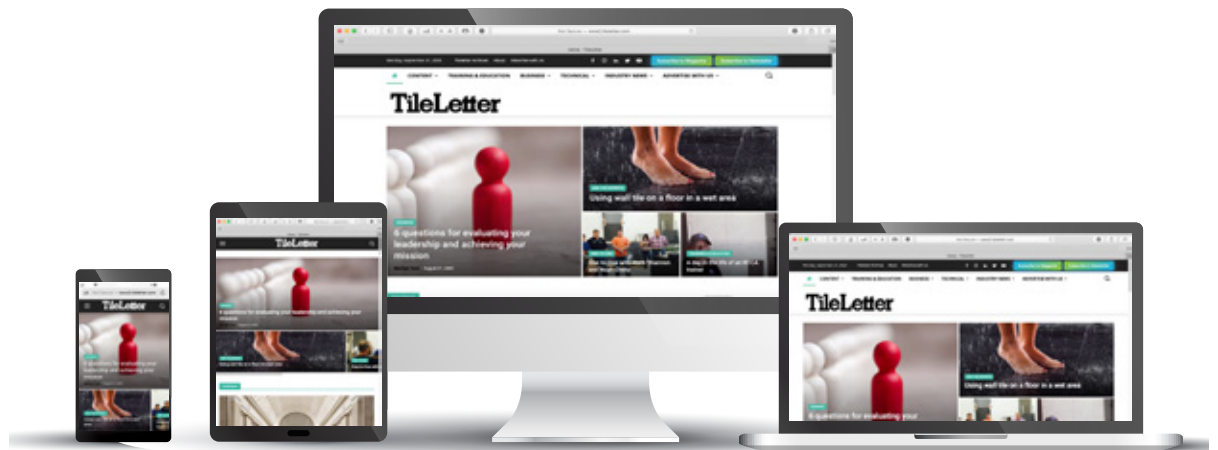


DIGITAL CONNECTIONS with TILELETTER WEBSITE TILELETTER DIGITAL MAGAZINE

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.

“
TileLetter is something I have always looked forward to receiving. I find the content to be informative and valuable in my business. It keeps me up to date on trends and innovative materials and tools, and the Member Spotlight allows me to see the beautiful work tile contractors are doing all over the U.S.A.”

Martin Brookes
Heritage Marble & Tile, Inc.



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

TILELETTER WEEKLY & NTCA ENEWS



The Leading Online Source for Tile News

TileLetter Weekly

Distributed every week, *TileLetter Weekly* 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.

Vertical
325x600 px

Tower
325x450 px

Square
325x325 px

- Specs for all ads:
- Maximum size – 90k
 - JPG, PNG or GIF
 - Click through URL

Sponsor banner
650x150

TileLetter Weekly & NTCA eNews Sponsors

Sponsors of *TileLetter Weekly* 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 90k**

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.



4,000+
TILELETTER WEEKLY
SUBSCRIBERS

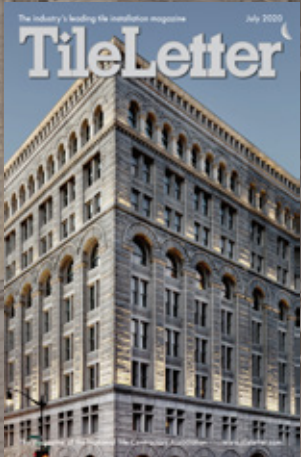
6,000+
NTCA E-NEWS
SUBSCRIBERS

“

The TileLetter has been so helpful to me for so many reasons. It has such useful information from technical to the many stories that highlight contractors and projects. If your career is in the tile industry and don't use this as a valued resource, you are missing a great deal of resources to make your business prosper. It has been invaluable to me during my career.

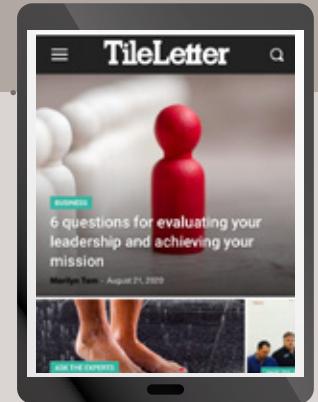
Harold Yarborough
D&B Tile Distributors, Inc.

”



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)

One article with images and/or video

Guidelines

- Will be labeled as "Sponsored Content"
- Word count: 600-800. Content must be informational, not promotional, and can not mention product or brand more than 3 times
- Include 2-4 images (can include YouTube video)
- Link to URL

TILELETTER DIGITAL MAGAZINE ADVERTISING

New for 2021, *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

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.

Specs for all ads:

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

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

Pop-up ads

These dynamic options appear over articles.

Guidelines

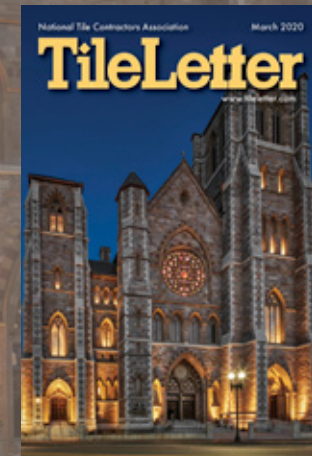
- 900x860 px

“

TileLetter – the best tile publication out there! I look forward to letters from the Editor and the President as they always have interesting topics. It is great to see the tile companies featured that have as much passion for the industry as we do. This magazine goes on all our vacations so we can read it without interruption!

Elizabeth and Dan Lambert
Lambert Tile & Stone, Inc.

”



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