



TileLetter

Media Planner 2024

**ALL ISSUES
NOW
in
LARGE
FORMAT**

2024 Media Planner

Introduction	3
Circulation	4
Editorial Calendar	5
Print Ad Sizes and Formats.....	6
Print Ad Submission Guidelines.....	7
Product Directory Guidelines.....	8
ARTISAN Marketplace Guidelines.....	9
Digital Connections	10
<i>Pro Angle by TileLetter & NTCA eNews</i>	11
<i>TileLetter Website</i>	12
<i>TileLetter Digital Magazine</i>	13
Digital Advertising Rates	14
Print Advertising Rates	15
Contact	17

ON THE COVER: The Orchestra Foyer Floor was intricately and creatively crafted by Lee Callewaert, Dragonfly Tile & Stone Works, to celebrate the client's vision of the orchestra "apres party" – where after a final performance, musicians kick back, relax and pop the champagne. Callewaert researched the instruments and hand sketched drawings, then hand cut pieces out of onyx, marble, granite, limestone, brass and porcelain on ring saws, wet saws and grinders and pre-mounted them. Learn more about this two-year masterpiece in the making in the January issue of TileLetter.

TileLetter

The industry's leading tile installation magazine



IN EVERY ISSUE

Technical
Cover Story
Training & Education
Ask the Experts
NTCA Member Spotlight
Industry News/Products
CTEF Update

ROTATING FEATURES

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

FEATURES FOR 2024

Closer Look - this new feature takes a closer look at a craftsperson or an emerging leader each month.

Our Member Spotlight and Closer Look sections in the February Training Issue will offer the same logo sponsor opportunities, with different category titles: NTCA Training Forecast and Standards, respectively.

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



TileLetter enters 2024 strong – with a few changes to serve you and readers better. *TileLetter* has kept going strong in print while other publications have relinquished their print issues in favor of digital only. It means a lot when readers share *TileLetter* stories about themselves on social media with photos of the *print* pages and request additional copies to share with family, friends and colleagues. Here's a whirlwind tour of some of the changes for 2024:

ALL 12 ISSUES of *TileLetter* will be in luscious LARGE-FORMAT, providing bigger impact for your ads and saddle-stitched for center spread opportunities in every issue.

We've expanded *TileLetter* ARTISAN to three issues in 2024: May, August and December, reflecting growing interest in craftsmanship, artisan tile setting, and the foundations of our craft. We're also adding an advertising opportunity for small companies and tile makers: ARTISAN Marketplace. These business-card sized ads allow you to spread your message at an uber-affordable price.

Our January issue will include a Product Directory this year. Grab a full page and tell your product story just by supplying some brief details and up to 4 images. Distributed in print at TISE, the Product Directory will be available all year long in digital on the NTCA and *TileLetter* websites for an enduring message.

In 2023, our February Training issue was such a hit, we decided to do it again! This coveted issue is completely dedicated to the training and education programs by NTCA and industry companies throughout the year.

March is our Women In Tile issue. This special editorial celebrates and supports women who are making a difference in our trade, and the efforts of women's groups like NTCA's Women In Tile.

We're also offering Spanish-language content this year. Since 35% of the installer universe is Spanish speaking, each issue of *TileLetter Digital* will contain Spanish translations of select technical content to reach this important installer community.

In addition to our Cover Feature, *TileLetter* continues to offer our regular sponsored columns in each issue alongside editorial you know and love that homes in on issues critical to our contractor and industry readers – and provides opportunity for product spotlight sponsorship.

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!

With *TileLetter* you have multiple ways to reach your audience – print, digital, eNewsletters, eBlasts, timely news and product posts. Place your message with the most compelling magazine in the industry and watch your reach grow!

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 keep up to date with the latest news in our industry.



FEBRUARY ISSUE
DEDICATED
to
TRAINING
and
EDUCATION
PROGRAMS
by
NTCA
and
INDUSTRY
COMPANIES





2024 TILELETTER PRINT EDITORIAL CALENDAR



JANUARY

Case study
Industry calendar



The Training Issue

FEBRUARY

NTCA training outlook
Industry training programs
Artisan training



Women in Tile Issue

MARCH

Women in Tile
Rising Stars
Coverings preview



APRIL

Workplace Wellness
A&D Corner



MAY

ARTISAN Spring Issue



JUNE

Case study
CTEF Update



JULY

Rising Stars – Coverings Rock Stars
Coverings review
MUD7 preview



AUGUST

ARTISAN Summer Issue



SEPTEMBER

Total Solutions Plus Preview - Boston
A&D Corner



OCTOBER

Workplace Wellness
Hot Topics



NOVEMBER

Case Study
CTEF Update

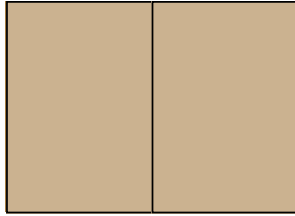


DECEMBER

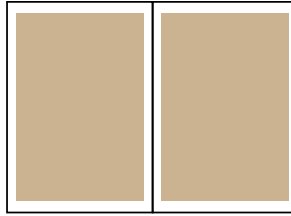
ARTISAN Winter Issue

PRINT AD SIZES *and* FORMATS

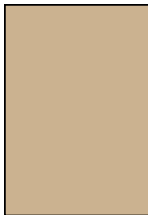
Two-Page Spread
(add .125" for bleed)



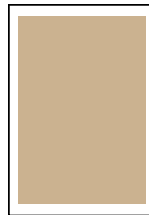
Two-Page Spread
(live area with gutter & safety margin)



Full Page
(add .125" for bleed)

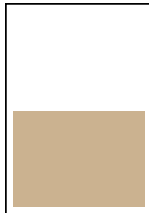


Full Page
(live area & safety margin)

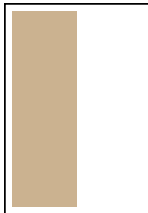


**ALL ISSUES
NOW
in
LARGE
FORMAT**

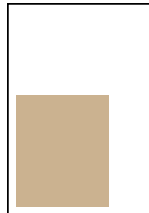
1/2 Horizontal



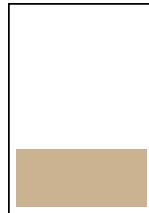
1/2 Vertical



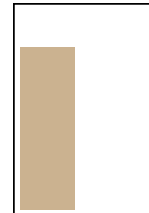
1/2 Island



3/8 Horizontal



3/8 Vertical



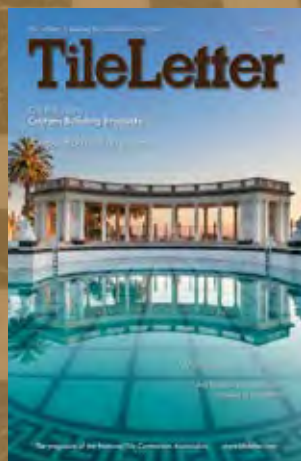
TileLetter and TileLetter ARTISAN Ad Dimensions

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"

MARCH
WOMEN *in* TILE
ISSUE
CELEBRATES
and
SUPPORTS
WOMEN
in the
INDUSTRY



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



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 AND TILELETTER ARTISAN

Trim Size	8" x 10"
Printing	Offset
Paper Stock	60 lb. Gloss White
Binding	Saddlestitch

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

NEW
for
2024

TILETTER JANUARY PRODUCT DIRECTORY

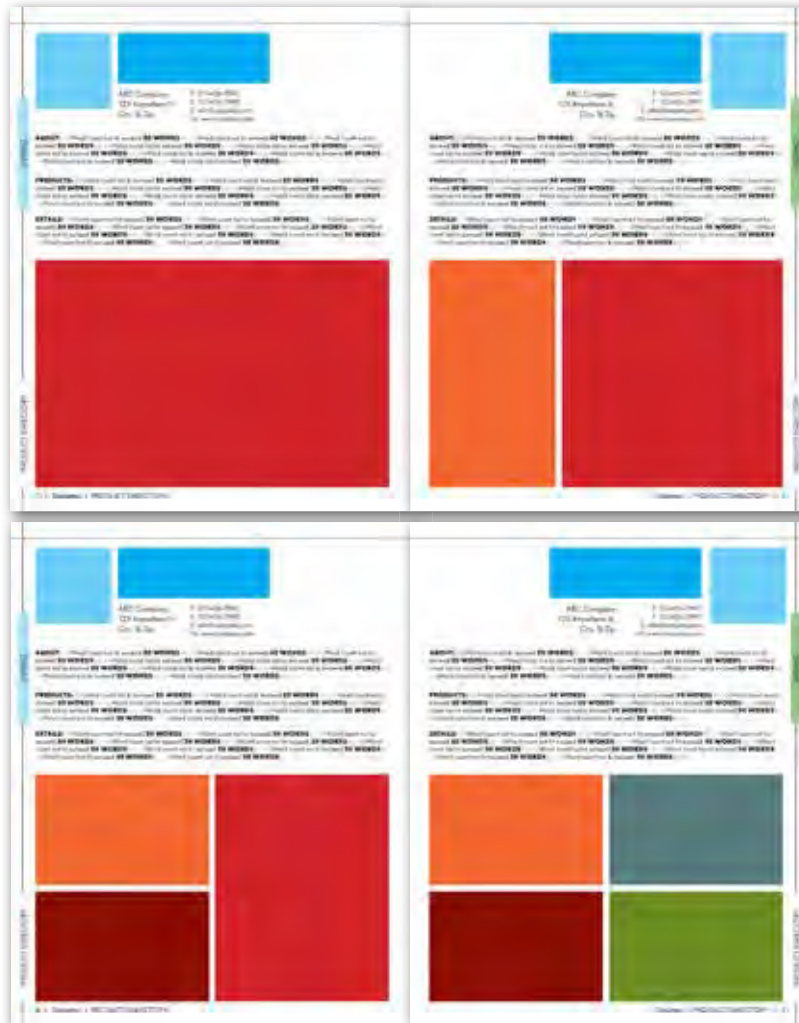
Want more exposure of your best products? Advertise in the *TileLetter* Product Directory! The Product Directory will be featured in the *TileLetter* January 2024 print issue and a separate digital edition will be available on the NTCA and *TileLetter* websites in a PDF flipbook year-round. The digital version gives readers direct access to your website through hyperlinks available within the ad.

- One full-page, full-color ad, put together by us.
- Detailed contact information for your business.
- \$1,500 one-time purchase.

You supply us with:

- Up to four images of your choice, in addition to your logo, contact and website information.
- Full description of your company, product(s) and product detail(s).

See your ad rep for complete details on logo sizes, images sizes and copy submittal.



PROVIDING
TECHNICAL
CONTENT
CRITICAL
to the
CONTRACTOR



ARTISAN MARKETPLACE

NEW
for
2024

DELIVERING
HIGH-QUALITY
PRINT
for
OVER 60
YEARS



A new advertising opportunity for small companies and tile makers is the ARTISAN Marketplace. These business-card sized ads featured in the May, August and December *TileLetter* ARTISAN issues allow you to spread your message at an uber-affordable price! We offer three options for your ad for a one-time price of \$250 per issue.

Client provided ad not to exceed – 3.4375"x2"
300 dpi @100%
JPG, PNG, PDF, EPS

TileLetter set up: not to exceed 3.4375"x2"
Client provides 1 logo at 300 dpi @100%
JPG, PNG, PDF, EPS
Company, address, city, state, zip
tel: 123-456-7890
www.company.com

Provided background image not to exceed –
3.4375"x2"
300 dpi @100%
JPG, PNG, PDF, EPS
TileLetter will set company name and
web address on top of image



Reach out to your ad rep for complete details and submit your advertisement today!

DIGITAL CONNECTIONS *with* TILELETTER.COM & 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 TileLetter.com and *TileLetter Digital* magazine in a fully responsive design across desktop, tablet and mobile devices.

SPANISH
TRANSLATION
of
SELECT
TECHNICAL
CONTENT
in
TILELETTER DIGITAL



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



5,000+
PRO ANGLE BY TILELETTER
SUBSCRIBERS

6,500+
NTCA E-NEWS
SUBSCRIBERS

TILELETTER.COM 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.com

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

- 325x450 px
- Link to URL

* Sponsored content (with or without video)

Guidelines

- Will be labeled as "Sponsored Content"; byline will be author with provided picture and bio; byline will be TileLetter otherwise
- 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

AFFORDABLE
and
FOCUSED
MEDIA SOLUTIONS



ELEVATING YOUR BUSINESS with DIGITAL MARKETING



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, animation 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



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