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 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.
2024 TILELETTER PRINT EDITORIAL CALENDAR

JANUARY
Case study
Industry calendar

FEBRUARY
NTCA training outlook
Industry training programs
Artisan training

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

ALL ISSUES NOW in LARGE FORMAT
PRINT AD SIZES and FORMATS

TileLetter and TileLetter ARTISAN Ad Dimensions

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page w/bleed</td>
<td>8.25&quot; x 10.25&quot;</td>
</tr>
<tr>
<td>Full Page LIVE area</td>
<td>7.25&quot; x 9&quot;</td>
</tr>
<tr>
<td>2 Page Spread (w/bleed w/.5 gutter)</td>
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<td>2 Page Spread (live w/.5&quot; gutter)</td>
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<tr>
<td>1/2 Page Vertical</td>
<td>3.625&quot; x 9&quot;</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.625&quot; x 6.25&quot;</td>
</tr>
<tr>
<td>3/8 Page Horizontal</td>
<td>7.25&quot; x 3&quot;</td>
</tr>
<tr>
<td>3/8 Page Vertical</td>
<td>2.375&quot; x 6&quot;</td>
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</table>

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

<table>
<thead>
<tr>
<th>Trim Size</th>
<th>8” x 10”</th>
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<tr>
<td>Printing</td>
<td>Offset</td>
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<td>Paper Stock</td>
<td>60 lb. Gloss White</td>
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<tr>
<td>Binding</td>
<td>Saddlestitch</td>
</tr>
</tbody>
</table>

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
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.
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!
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.
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.
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*

**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