

National Tile Contractors Association

TileLetter

www.tileletter.com

2012 Media Planner



Coverings Edition
Product Focus

TileLetter Magazine

www.tileletter.com

Published by: National Tile Contractors Association www.tile-assn.com

Total Circulation as of July 31st, 2011

Contractors and Dealers	10,000
Distributors and Importers	3,000
Manufacturers, Builders, Architects and Specifiers	2,000
Other (Associations, PR firms, Ad Agencies, etc.)	1,000
TileLetter.com Email Blast (Monthly)	7,000
Total Gross Contacts	23,000

Frequency: 12 Monthly Issues and One Coverings Special Issue



TileLetter is a professionally-produced publication of the National Tile Contractors Association and is directed solely to our industry. Mailed bulk and circulated to more than 15,000 firms each month, *TileLetter* is faithfully read by individuals within our industry and represents a proven value to its advertisers.

Month	Major Feature	Special Editorial	Added Value
January	Bath/Spa settings	<ul style="list-style-type: none"> Total Solutions Plus review Industry Calendar 	2,000 to Surfaces Product Focus: drains, niches, seats, shelves, bath accessories
February	Kitchens	<ul style="list-style-type: none"> Coverings: installation track seminars From the Field 	Product Focus: art tiles, murals, accent/decorative tile, trims and transitions
March	Decks/balconies	<ul style="list-style-type: none"> Surfaces Review Coverings preview 	Product Focus: outdoor living products
April	Hotels/casinos	<ul style="list-style-type: none"> From the Field Cevisama review 	1,000 to Coverings Product Focus: backer boards
Coverings <i>(special rates)</i>	Coverings/Orlando, Fla.	<ul style="list-style-type: none"> NTCA programs Sponsor columns 	2,000 to Coverings Product Focus: new products at Coverings
May	Public spaces	<ul style="list-style-type: none"> Art murals ISO/ANSI 	Product Focus: underlayments, crack isolation
June	Residential living spaces	<ul style="list-style-type: none"> Coverings review Coverings Installation and Design Awards (CIDA) - Grand Prize winners 	Product Focus: natural and manufactured stone products, in-floor heating
July	Resorts/restaurants	<ul style="list-style-type: none"> Total Solutions Plus schedule Installation Design Showcase CIDA - Tile winners 	Product Focus: large format and thin tile
August	The Green Issue	<ul style="list-style-type: none"> Exterior facades CIDA - Stone winners 	Product Focus: green products
September	Entryways/foyers	<ul style="list-style-type: none"> Total Solutions Plus preview CIDA - Glass/Mosaic winners 	Product Focus: mosaic/glass products
October	Pools	<ul style="list-style-type: none"> Women in Tile Recognized Consultants 	Product Focus: waterproofing and caulking products
November	Healthcare	<ul style="list-style-type: none"> NTCA Reference Manual updates From the Field 	Product Focus: cleaners, sealers, anti-slip and antimicrobial products
December	Education/Institutional	<ul style="list-style-type: none"> NTCA review/forecast Cersaie Review 	Product Focus: grouts and mortars

Editorial deadlines are the first of the month, two months prior to publishing month.

Advertising space and materials are due one month prior to publishing month.

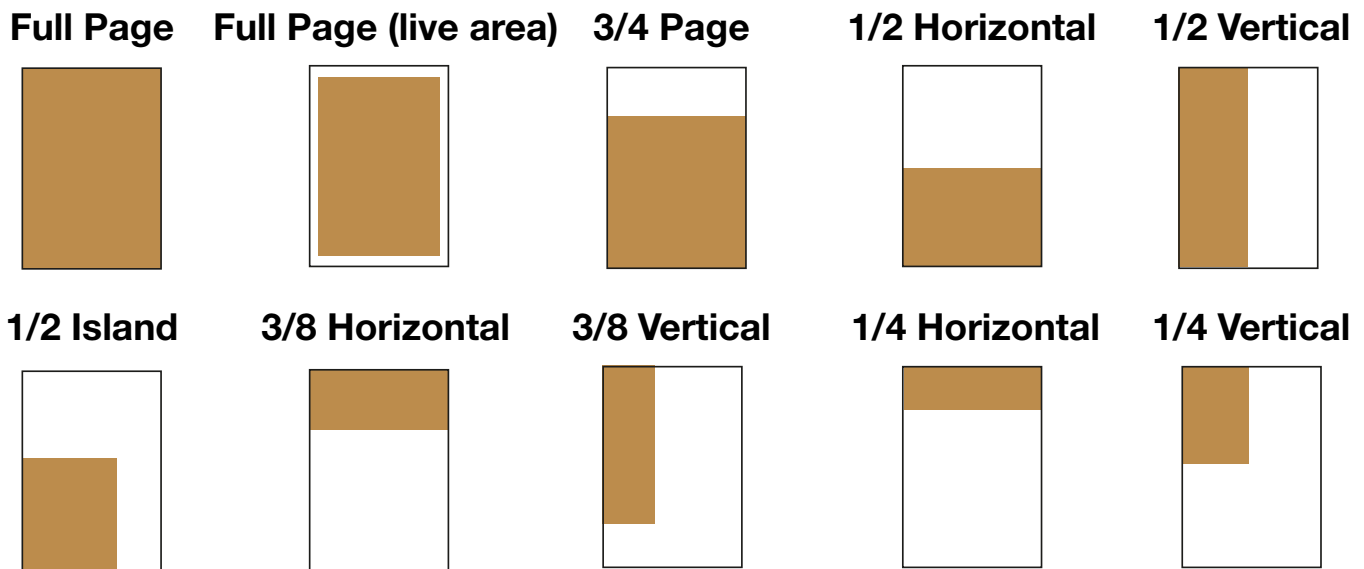
***PRODUCT FOCUS:** This paid section of *TileLetter* is an affordable way to feature your product in a select portion of our magazine. Featured items will include a four-color picture and prominent four-to-a-page placement with a free link to your website. Email your 300 dpi (450K) image, with 50-word description, phone and web address to editor Lesley Goddin after reserving your space! See 2012 rates for pricing.

In every issue: Product Focus, Tile Tip, Green Tip, Industry News, Business Tip, NTCA News, NTCA Benefits Box, NTCA President's Letter; Editor's Letter.

NEW THIS YEAR - Product Links; Five-Star Spotlight; Distributor Bulletin Board; Symposium Snapshot.

TileLetter features also include the following: Letters to the Editor, Helping Hands, Keeping It Green, Travels with Tile, MMSA Bulletins.

***Editorial questions or submissions to Lesley Goddin, editor, (505) 292-6706, email: lesley@tile-assn.com**



Trim Size 5.5" x 8.5"
Bleed Allowance 5.75" x 8.75"
Printing Offset
Paper Stock 60 lb. Gloss White
Binding Saddle Stitch

Whenever possible, we prefer to receive your advertisement as an Adobe Acrobat PDF, via e-mail or our FTP server. Note that PDFs must have fonts embedded, and all graphics within the original layout must be in either grayscale or CMYK color mode. PDFs must also have marks and bleed turned on.

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

Macintosh or PC -
Adobe InDesign CS3 or lower
QuarkXPress 7.1 or lower
Adobe Illustrator CS3 or lower
Adobe Photoshop CS3 or lower
TIFF, JPEG images (300 dpi, sized to fit)
Generic or Illustrator EPS

Note that if you intend to submit your file in Illustrator or EPS format, all fonts must be converted to paths and all links embedded.

If you need to submit your files via regular mail, we accept CD and DVD media in Windows or Macintosh formats with color proofs.

CLOSING DATES:

SPACE and MATERIALS: One (1) month prior to publishing month (i.e. Jan. 1 for February, Feb. 1 for March, Mar. 1 for April, etc.). AD COPY and SIZE may be changed during your contract term - you are contracting for number of times to run.

Ad Copy Dimensions

Full Page (live area)	4.625" x 7.625"
3/4 Page	4.625" x 5.5"
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"
1/4 Page Horizontal	4.625" x 1.875"
1/4 Page Vertical	2.25" x 3.75"

Premium Positions

Front and back covers	\$6,000
Inside covers	\$2,500
Centerspread	\$2,500
2 page spread	\$1,700
Select position rate	\$100
Advertorial	\$1,100
*Product Focus	\$300

Net Classified Ad Rate

Per type-set
column inch – \$55.00
(column width – 2-1/8")

**FREE URL LINK
included for all
print advertisers!**

Net Advertising Rates

	1x	3x	6x	12x
Full Page				
B&W	\$650	\$625	\$600	\$560
Two Color	\$800	\$750	\$725	\$675
Four Color	\$1,500	\$1,450	\$1,400	\$1,350
3/4 Page				
B&W	\$600	\$650	\$525	\$500
Two Color	\$800	\$750	\$700	\$650
Four Color	\$1,350	\$1,300	\$1,250	\$1,200
1/2 Page				
B&W	\$475	\$450	\$425	\$400
Two Color	\$650	\$600	\$550	\$500
Four Color	\$1,250	\$1,200	\$1,150	\$1,100
3/8 Page				
B&W	\$400	\$350	\$325	\$290
Two Color	\$595	\$575	\$540	\$495
Four Color	\$1,100	\$1,050	\$1,000	\$975
1/4 Page				
B&W	\$370	\$335	\$310	\$275
Two Color	\$500	\$475	\$450	\$400
Four Color	\$900	\$850	\$800	\$750

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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.

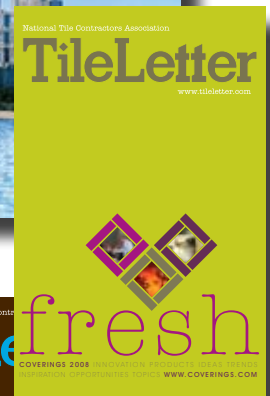


Without exception, Coverings is North America's most comprehensive show for those involved in the tile and stone industries. By choosing to be at this show, you have immersed yourself in a world rich with educational conferences, networking opportunities, live demonstrations, cutting-edge products, and work-saving tools. And by advertising in *TileLetter's* Coverings edition, you will be making the best advertising investment you can make all year.

More than 25,000 attendees are slated for the 2012 exposition, April 17-20, 2012, at the Orange County Convention Center in Orlando, Florida. This group includes most of the people to whom you already sell... and many fresh, new opportunities.

TileLetter's Coverings edition focuses solely on the events and happenings of this popular North American show. This issue is mailed to our usual subscriber list with an additional 2,000 copies being distributed at the show.

This may be the best advertising investment you can make. For more information, contact Michelle Harrell at michelle@tile-assn.com; (601) 939-2071 or Mary Shaw-Olson at mary@tile-assn.com; (601) 405-7625.



Net Advertising Rates

FOUR COLOR ADS		BLACK & WHITE ADS	
Two-page spread	\$1,500	Two-page spread	\$900
Full page	\$1,000	Full page	\$500
3/4 page	\$900	3/4 page	\$400
1/2 page	\$850	1/2 page	\$350
3/8 page	\$800	3/8 page	\$250
1/4 page	\$700	1/4 page	\$200

Advertising deadline for the Coverings edition is March 1, 2012.