

National Tile Contractors Association

TileLetter

www.tileletter.com

2017 Media Planner



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TileLetter Magazine

www.tileletter.com

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

Total Circulation as of July 31st, 2016

TileLetter is published monthly with an additional issue dedicated solely to the COVERINGS show. *TRENDS* and *TECH* are published as full size 8"x10" special issues to the industry.

TileLetter monthly circulation.

Contractors and installers	7,000
Floor covering contractors and installers	3,000
Tile distributors and importers	2,000
Manufacturers	2,000
Architects, designers, builders and general contractors	1,000
TOTAL <i>TileLetter</i> circulation	15,000

COVERINGS, *TRENDS*, *TECH* and August Green: bonus distribution in addition to our regular circulation.

Architects, designers, builders and general contractors	5,000
TOTAL <i>COVERINGS</i>, <i>TRENDS</i>, <i>TECH</i> and August Green circulation	20,000

TileLetter.com digital page-turner email-blast subscribers 15,000



Month	Major Feature	Special Focus		Added Value
January <i>Edit due 11/14/16</i>	Mortar	<ul style="list-style-type: none"> Total Solutions Plus Review Industry Calendar 	<ul style="list-style-type: none"> Large-Format Tile By the Book Qualified Labor 	Bonus distribution to TISE
February <i>Edit due 12/05/16</i>	Grout	<ul style="list-style-type: none"> Coverings: Installation Seminars Stone Hot topics 		Coverings advertorial section: Distributor Programs
*TRENDS <i>Edit due 01/09/17</i>	New Products	<ul style="list-style-type: none"> Design and Product Trends Regional Sales Report 		Bonus distribution to Coverings Bonus circulation to architects and designers
*Coverings <i>Edit due 01/09/17</i>	Coverings/Orlando	<ul style="list-style-type: none"> NTCA Programs CTDA, TCNA, COI, TOS Programs 		Bonus distribution to Coverings Coverings advertorial section: Contractor Programs
March <i>Edit due 02/13/17</i>	Electric Floor Warming	<ul style="list-style-type: none"> TISE Review Thin Tile Qualified Labor 		
April <i>Edit due 02/10/17</i>	Tools, Accessories	<ul style="list-style-type: none"> Stone Hot Topics 		
May <i>Edit due 02/28/17</i>	Membranes: waterproofing Crack Isolation	<ul style="list-style-type: none"> Cevisama Review Large-Format Tile 	<ul style="list-style-type: none"> By the Book Qualified Labor 	
June <i>Edit due 04/10/17</i>	Sealers/Maintenance	<ul style="list-style-type: none"> Coverings Installation and Design Awards IDS Showcase/NTCA Night Hot topics 		Coverings review/awards
July <i>Edit due 05/01/17</i>	Pools/Wet Areas	<ul style="list-style-type: none"> Total Solutions Plus Schedule Thin Tile 	<ul style="list-style-type: none"> Coverings Report Qualified Labor 	
August <i>Edit due 05/30/17</i>	The Green Issue Sustainability	<ul style="list-style-type: none"> Sustainability Feature A&D Guest 	<ul style="list-style-type: none"> Green Products Hot Topics 	Bonus circulation to architects and designers
September <i>Edit due 06/19/17</i>	Surface Prep	<ul style="list-style-type: none"> Total Solutions Plus Preview Large-Format Tile 	<ul style="list-style-type: none"> By the Book Qualified Labor 	
*TECH <i>Edit due 07/24/17</i>	Technological Developments	<ul style="list-style-type: none"> Technical Features 		Bonus circulation to architects and designers
October <i>Edit due 08/21/17</i>	Barrier Free Showers	<ul style="list-style-type: none"> Women in Tile Handmade/Decorative Tile 	<ul style="list-style-type: none"> Stone Hot topics 	
November <i>Edit due 09/18/17</i>	Exterior Applications	<ul style="list-style-type: none"> Thin Tile Qualified Labor 		
December <i>Edit due 10/15/17</i>	Plank and Linear Tiles	<ul style="list-style-type: none"> NTCA Review/Forecast Cersaie Review Stone 	<ul style="list-style-type: none"> By the Book Hot Topics 	

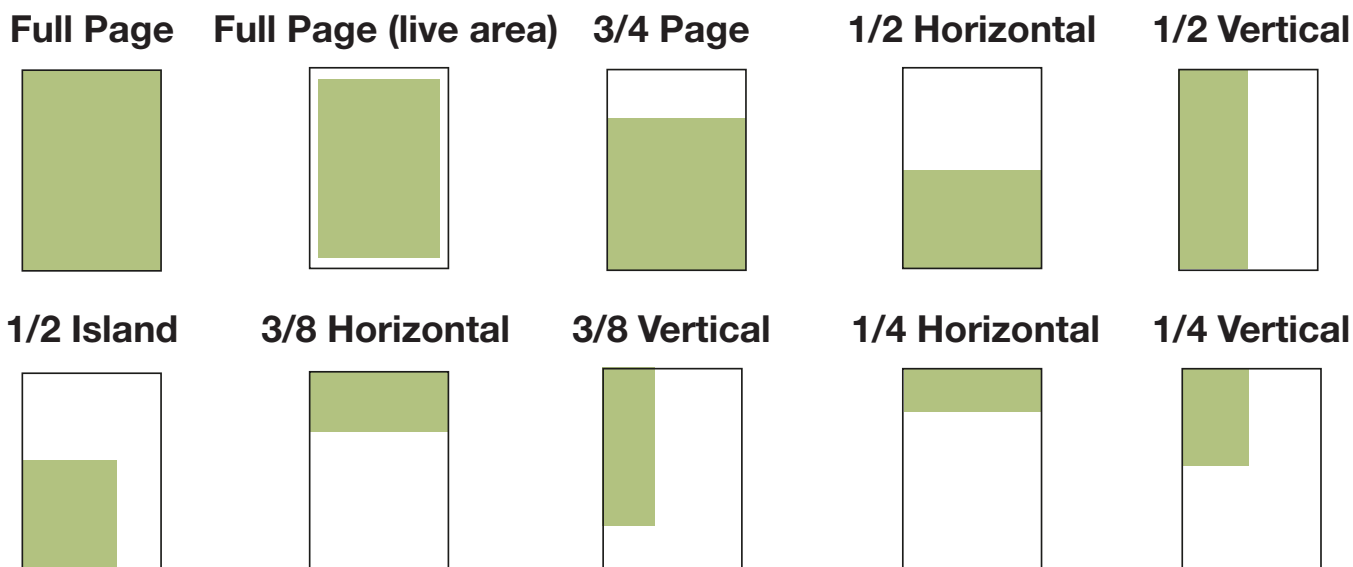
Advertising space and materials: first business day of the month, **one month prior** to publishing month.
SPECIAL ISSUE EDITORIAL DEADLINES: COVERINGS - 01/09/17, TRENDS - 01/09/17, TECH - 07/24/17

IN EVERY REGULAR ISSUE: Industry News, New Products, Ask the Experts, Tech Talk, Business Tip, NTCA Benefits Box, Qualified Labor, NTCA Member Spotlight, NTCA President's Letter, Editor's Letter, NTCA University Update, NTCA Preview, NTCA Workshop and CTEF Educational Programs upcoming schedule

OCCASIONAL AND SCHEDULED FEATURES: By the Book, Stone, Thin Tile, Large-Format Tile, Letters to the Editor, NTCA News, Helping Hands, NTCA Family Album, Travels with Tile, Hot Topics

*The **COVERINGS** Issue is *TileLetter*-sized and printed separately from our monthly *TileLetter* issues. The **TRENDS** and **TECH** issues are 8"x10" sized issues and are mailed to our *TileLetter* subscribers with bonus distribution to architects and designers. See rate sheet for special pricing on these three issues.

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



Trim Size 5.5" x 8.5"
Full page w/ bleed 5.75" x 8.75"
2 pg spread w/ bleed 11.25" 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:

Apple or Windows OS
Adobe InDesign CS3 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 Apple or Windows 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.

FTP site information: Upon signed contract, we can provide a username and password to upload materials to a secure site.

Ads should be submitted to Michelle Chapman at michelle@tile-assn.com.

Ad Copy Dimensions

Full Page w/bleed	5.75" x 8.75"
2 Page Spread w/bleed	11.25" x 8.75"
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
Center spread	\$2,500
Two-page spread	\$1,700
Select position rate	\$100
Advertorial	\$1,100
Business card (3.5"x2")	\$300

(Business-card sized ads are a flat rate no matter color or number of runs)

Net Classified Ad Rate

\$150/month listed on the *TileLetter* website and in one email blast that month. For an additional \$100, we will send an exclusive eblast to subscribers with your classified only.

FREE URL LINK
included for all
print advertisers in our
online digital page turner!

Net Advertising Rates

	1x	3x	6x	12x
Full Page				
B&W	\$650	\$625	\$600	\$550
Four Color	\$2,000	\$1,750	\$1,500	\$1,250*
3/4 Page				
B&W	\$600	\$575	\$550	\$500
Four Color	\$1,500	\$1,300	\$1,200	\$1,000
1/2 Page				
B&W	\$500	\$475	\$450	\$425
Four Color	\$1,000	\$950	\$900	\$850
3/8 Page				
B&W	\$400	\$375	\$350	\$325
Four Color	\$900	\$875	\$850	\$800
1/4 Page				
B&W	\$375	\$350	\$325	\$300
Four Color	\$850	\$825	\$800	\$750

* VALUE ADDED:

With a signed 12x contract for full page, four-color advertising at the published rate, you will qualify for one of the the following two options:

1. Banner advertising for one full year on *TileLetter.com*
2. Annual contract of Package A Sponsorship for *TileTV*
(See 'Electronic Media' for details.)

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.



Bringing your message to Orlando and beyond!

THE COVERINGS ISSUE

Coverings is North America's most comprehensive show for those involved in the tile and stone industries. By advertising in *TileLetter's* COVERINGS issue, you will be making the best advertising investment you can make all year.

More than 25,000 attendees are slated for the 2016 exposition, April 4-7, 2017, at Orange County Convention Center, Orlando, Fla.

TileLetter's COVERINGS issue focuses solely on the events and happenings of this popular North American show.

This issue will be mailed to our usual subscriber list with a bonus distribution to architects and designers and with an additional 2,000 copies distributed at the show.



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

See *TileLetter* Art Requirements for ad sizes and suitable formats.

**Advertising deadline for the Coverings edition is
February 1, 2017.**

For advertising opportunities, contact Michelle Chapman or Mary Shaw-Olson
michelle@tile-assn.com – (601) 939-2071 or mary@tile-assn.com – (601) 405-7625

TRENDS and TECH brought to you by NTCA

Reach out to 20,000 A&D subscribers with a range of opportunities offered under the *TileLetter* publishing umbrella. These four print vehicles have custom content geared towards the A&D community. Here's what's on tap:

TileLetter format

Two of our popular publications are presented in the unique, handy *TileLetter* format that is beloved by our readers.

TileLetter COVERINGS issue: This will include news of the show, events at the show, seminars stories, exhibits, feature stories and regular features – everything a showgoer needs to know about Coverings in Orlando, Fla., April 4-7, 2017. Available at the show, to our regular subscription list, and with bonus distribution to the A&D community.

TileLetter August Green Issue: Continuing our tradition of focusing on sustainability in our August issue of *TileLetter*, we present stories, products and special editorial that addresses what contractors, architects, designers and specifiers need to know to successfully incorporate tile and stone into their projects. This issue will have bonus distribution to the A&D community.

TRENDS and TECH: added impact in 8" x 10" format

The expanded format of *TRENDS* and *TECH* appeal to the A&D preference for visuals and photos.

TRENDS: *TRENDS* explores new products and up-and-coming design, style, fashion and influences that we will see at Coverings and beyond. *TRENDS* is your go-to publication for information on the newest products for glass, porcelain, ceramic, stone, tools, technology and so much more. This issue will be available at the Coverings show.

TECH: What do various players in the industry need to know to be educated and make the most of technological advances and developments unfolding in installation methods and techniques in our industry? Find out in *TECH*, from manufacturers who produce them and the contractors who use them!

Both *TRENDS* and *TECH* are mailed to our regular *TileLetter* circulation as well as to an additional 5,000 architects and designers associated with the tile and stone industry.

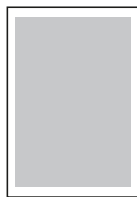
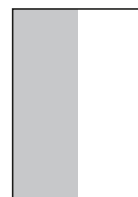
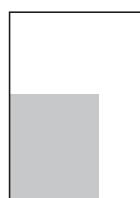
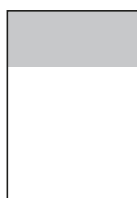
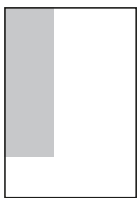
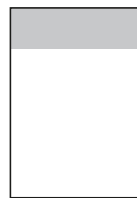
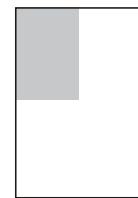


Net Advertising Rates

FOUR COLOR ADS (1X AND 2X CONTRACTS)		PREMIUM POSITIONS	
Two-page spread	\$2,500	Outside back cover	\$6,000
Full page	\$2,000	Inside back cover 2 page spread	\$4,000
3/4 page	\$1,500	Inside front cover - page 1 spread	\$4,500
1/2 page	\$1,000	Page 2-3 spread	\$3,500
3/8 page	\$900	Page 4-5 spread	\$3,000
1/4 page	\$800	Advertorial per page	\$1,500

See *TRENDS* and *TECH* Art Requirements for ad sizes and suitable formats.

For advertising opportunities, contact Michelle Chapman or Mary Shaw-Olson
michelle@tile-assn.com – (601) 939-2071 or mary@tile-assn.com – (601) 405-7625

Full Page**Full Page (live area)****3/4 Page****1/2 Horizontal****1/2 Vertical****1/2 Island****3/8 Horizontal****3/8 Vertical****1/4 Horizontal****1/4 Vertical****Trim Size****8"x10"****Bleed Allowance****8.25"x10.25"****Printing****Offset****Paper Stock****60 lb. Gloss White****Binding****Saddle Stitch****Gutter safety****.375"**

Ad Copy Dimensions

Full Page (w/bleed)	8.25" x 10.25"
Two Page Spread	16.25" x 10.25"
3/4 Page	7.25" x 6.5"
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"
1/4 Page Horizontal	7.25" x 2.5"
1/4 Page Vertical	3.625" x 4.5"

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:

[Apple or Windows OS](#)

[Adobe InDesign CS3 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 Apple or Windows formats with color proofs.

FTP site information:

Upon signed contract, we can provide a username and password to upload materials to a secure site.

Ads should be submitted to Michelle Chapman at michelle@tile-assn.com.

www.tileletter.com www.tile-assn.com

Target thousands of industry professionals while they research tile, stone and allied products with any of our online opportunities.

www.tile-assn.com

The association's new and improved website has premium advertising positions available. NTCA has partnered with Multiview, a leader in digital media advertising and marketing solutions. To access Multiview's media kit or to speak to a representative, contact Sima Margulis at smargulis@multiview.com.

www.tileletter.com

Annual contract **\$2,500.00**

NTCA is redesigning its digital and mobile-friendly version of *TileLetter* magazine. The site will include additional coverage of new product introductions, breaking news in the industry, and expanded technical and business article links. This site will be live by January 1st, 2017. All *TileLetter* digital issues for the 2017 year will be archived on the site as well. Banner advertising placements will be accepted with an annual contract on a first-come, first-served basis.

Contact Mary Shaw-Olson or Michelle Chapman to arrange a contract for *TileLetter* - mary@tile-assn.com or michelle@tile-assn.com.

TileTV

TileTV is a YouTube television program produced bi-monthly and sent to 15,000 email subscribers. Both full rate sponsorships include one (1) 90-second product introduction or feature to be aired during 2017 (12x print package agreement does not qualify for 90-second feature).

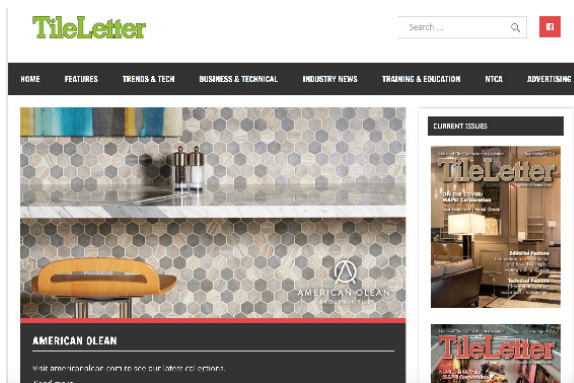
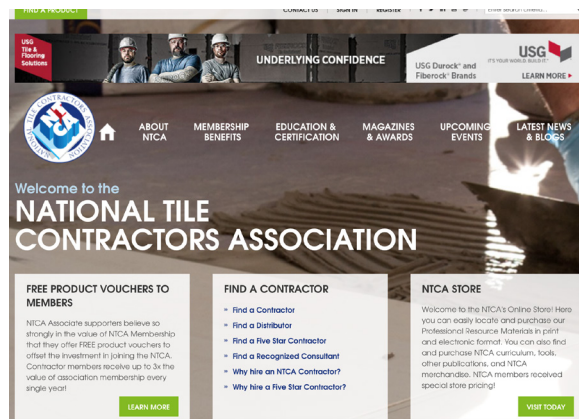
Sponsorship A **\$3,000.00**

This sponsorship includes a 15-30 second vidmercial aired four times per year. A banner advertisement with your logo presented for every show.

Sponsorship B **\$1,500.00**

This sponsorship includes a 15-30 second vidmercial aired twice per year. A banner advertisement is presented for every show.

Contact Jim Olson to arrange a contract for *TileTV* - jim@tile-assn.com.



INSERTS and SPECIALTY PRINTING

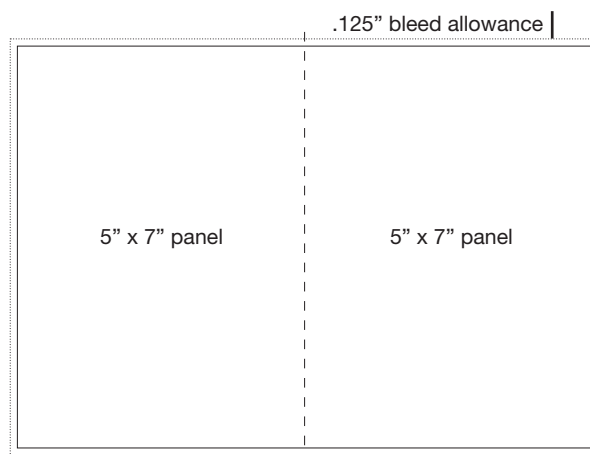
To ensure that every copy of *TileLetter* arrives in pristine condition, each 2017 issue will be packaged in a clear, plastic bag. As a bonus, this protective “adbag” wrapping provides special advertising opportunities for you! You can create a customized message that will be inserted as a 5”x 7,” four-page piece on top of the magazine’s front cover. Or choose postcards with targeted messaging that can be printed to your specifications or provided by you and placed into the adbag.

Call your advertising sales representative for more information.



5” x 7” SPECIFICATIONS

Trim Size	5” x 7”
Bleed Allowance (.125”)	5.25” x 7.25”
Printing	Offset
Paper Stock	60 lb. Gloss White
Binding	fold



Net Advertising Rates

FOUR COLOR ADVERTISEMENT PER ISSUE

Four-page brochure 5” x 7” or 4” x 6”, printed and inserted	\$5,000
4” x 6” OR 5” x 7” two-sided, printed and inserted	\$2,500
Four-page provided 5” x 7” or smaller piece, inserted	\$2,000
Custom insertions for brochure/card	Call for pricing