

# TileLetter

Media Planner 2022





## 2022 Media Planner

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*ON THE COVER: This pebble scribe shower by Ken Ballin, CTI #1392, CFI #13604, of New Jersey's Skyro Floors, was installed with Schluter over a Rapid Recess kit with Bostik products. All scribing was done with diamond tools from Helix. Learn more about this project in the January 2022 TileLetter.*

# TileLetter

The industry's leading tile installation magazine





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

“TileLetter is the only publication we regularly read in its entirety. It’s packed with timely info, and for us, it becomes an excellent resource library, with lots of yellow stickies and all!”

When TileLetter ARTISAN was introduced we were beyond delighted as we have a passion for tile as an art form. There’s nothing like it...educational, inspirational, and it’s coffee table worthy!

The digital editions are also great for quick reads, but we always look forward to the print editions in our mailbox.

Jane Callewaert,  
Dragonfly Tile & Stone Works



In 2021, we sprang on the scene with a re-envisioned set of advertising options that made it easy to match your message with the best targeted outreach to your audience.

Who doesn't love more of a good thing? That's why for 2022, we are continuing the momentum of stellar content and affordable, targeted and effective advertising opportunities in our flagship monthly print *TileLetter* magazine. That includes Spring and Fall issues of our large-format *TileLetter* ARTISAN publication that celebrates the best tile has to offer through beauty, artisanship and craftsmanship.



Our digital offerings also continue to grow with a creative collection of impactful and engaging options to help you get your products seen, including an opportunity for sponsored content. Choose the option that best suits you: *Pro Angle* by TileLetter and NTCA eNews or a dedicated eBlast. Or try them all!

TileLetter.com has garnered rave reviews for its clean new design that brings must-see immediacy of our content – and your message – to viewers in a way that grabs their attention and keeps them coming back for more. *TileLetter* Digital magazine begins each month with a fresh look that can be accessed anywhere, from any device, and compelling range of advertising options to promote your products and services.

And for this year only, we will also publish an NTCA 75th Anniversary book. This keepsake publication will commemorate NTCA's impact on the industry over seven decades and honor the amazing connections and relationships we've built along the way.

Once again for 2022 – *this isn't your grandfather's TileLetter!*  
Come advertise with us!





# 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.



## 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





# CELEBRATING 75 YEARS

## NTCA'S 75TH ANNIVERSARY BOOK

In 1947, a small group of southeastern tile contractors gathered in Alabama to form what is now known as the National Tile Contractors Association (NTCA). Through unprecedented tile and stone growth of the 1970s through its present time, NTCA has developed and maintained education and training programs consistent with rapid-developing and ever-changing technology of the tile, stone and allied products industries.

The NTCA takes great pride in its heritage, its accomplishments, its current partners and its continued influence on future growth of an industry steeped in tradition and universally recognized as one of the oldest and most beautiful construction products available in the market today.

Now in its 75th year, the National Tile Contractors Association invites you to celebrate its history by placing a congratulatory ad or perhaps an ad reflecting your own history as you've walked with us through these past seven plus decades. This commemorative book will be perfect-bound and printed on a matte heavy stock paper as a keepsake to be enjoyed years to come.

### 75TH ANNIVERSARY RATES

1/4 Page	\$250
1/2 Page	\$500
Full page	\$1,000
2-page spread	\$1,500

### 75th Anniversary Publication Premiums

Advertorial	\$1,250
Inside front cover spread	\$2,500
Inside back cover spread	\$2,000

See pages 7 & 8 for art specifications and ad requirements.

“TileLetter provides me with three different types of industry information: it keeps me in tune with current up-to-date trends; provides new insight, or if not new certainly refresher commentary surrounding the technical field of best practices; and lastly, tidbits of information that can be implemented within my organization are dotted throughout the publication. You just have to be looking for them. These are all wonderful and informative publications.”

Rod Owen  
President

C.C. Owen Tile Company, Inc.



# 2022 TILELETTER PRINT EDITORIAL CALENDAR



## JANUARY

Pandemic check-in  
Case study  
Industry calendar



## FEBRUARY

National Tile Day  
Hot Topics project gallery



## MARCH

Women in tile/WIC week  
Rising Stars  
Workplace Wellness



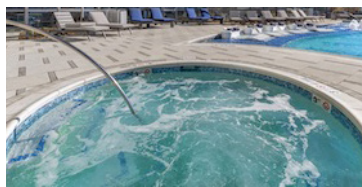
## APRIL

Avoiding lippage  
A&D Corner



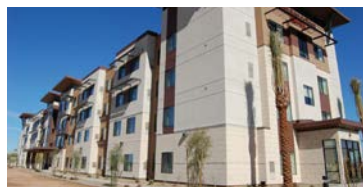
## TILELETTER ARTISAN

Spring issue



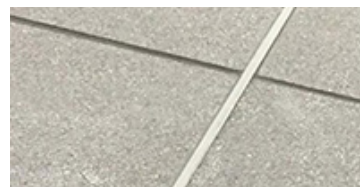
## MAY

Wet areas  
Case study



## JUNE

Exterior large-format tile  
Hot Topics  
Workplace Wellness



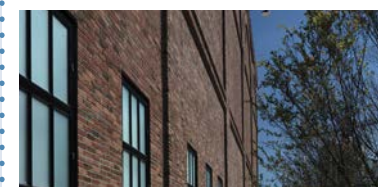
## JULY

Movement accommodation  
Rising Stars  
NTCA University Update



## 75TH ANNIVERSARY

NTCA celebrates 75 years



## AUGUST

The Green Issue  
A&D Corner



## SEPTEMBER

Hollow tile/spot bonding  
Case study  
Workplace Wellness



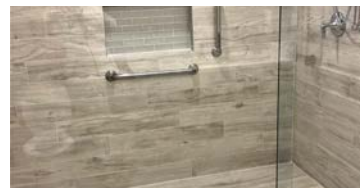
## OCTOBER

Successful tile removal  
Hot Topics



## TILELETTER ARTISAN

Fall issue



## NOVEMBER

Curbless showers  
Rising Stars



## DECEMBER

NTCA review/forecast  
A&D Corner  
Workplace Wellness



“

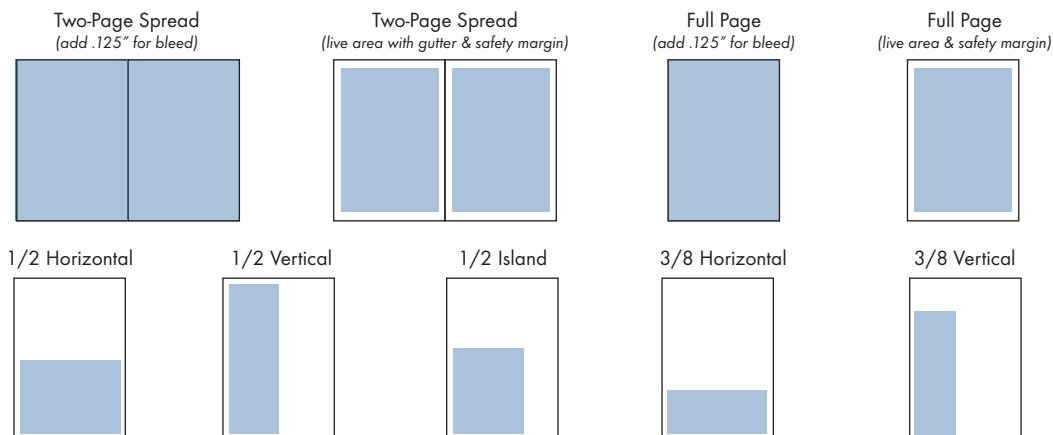
We've been avid readers of TileLetter for many years now and look forward to the insights and articles in each issue. Not only is TileLetter an enjoyable read with great editorials, but it has also become essential in helping our business stay on top of the latest tile trends so we can better anticipate our customer's needs and offer products and solutions that they will find valuable. The TileLetter ARTISAN issue is a fantastic addition to the publication schedule – we're excited for the next one to come out!

Amanda Henke,  
Marketing Manager  
Blanke Corporation

”



# PRINT AD SIZES *and* FORMATS



## 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"

## TileLetter ARTISAN & 75th Anniversary 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"

# 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](mailto:tileletter@tileletter.com).

TileLetter Trim Size	5.5" x 8.5"	TileLetter ARTISAN & 75th Anniv. 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](mailto:mary@tile-assn.com) • [michelle@tile-assn.com](mailto:michelle@tile-assn.com)

“

*The value I get from TileLetter and TileLetter ARTISAN is all the valuable information about the industry.*

*I enjoy reading about the training and education and seeing all the custom tile designs that are being created across the country. I really enjoy reading about the Rising Stars in the industry as well. I know I will benefit greatly from the information in the magazine. I also get inspired seeing all the amazing projects that are being featured.*

*It helps me in my work by deciphering which setting materials are appropriate for my application of stained glass mosaics. Often I come across setting materials that I did not realize would be beneficial to me!*

*Being a part of the NTCA and the Tile Trade Artisans Guild are great communities to be involved with. Everyone has such great inspiration and are very kind people to be associated with.*

*Lisa Bustamante,  
Artisan & Owner  
Custom Mosaic Creations, Inc.*

”



“

I enjoy the TileLetter ARTISAN so much!  
It keeps me up to date on modern day  
artisan tile and the people who create it.  
It really feeds my hunger for the creative  
marriage of art in tile. Every single page  
is amazing and I look forward to the  
next one!

Angie Ré, Owner  
Unique Mosaics LLC

”



## 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.



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.



# 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.

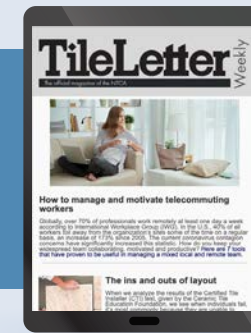
### Pro Angle by TileLetter & NTCA eNews Sponsors

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

**4,000+**  
PRO ANGLE BY TILELETTER  
SUBSCRIBERS

**6,000+**  
NTCA E-NEWS  
SUBSCRIBERS



“

TileLetter is a reliable and respected partner of Merkrete and has been for many years. It is a tremendous resource full of rich content and important information for all aspects of the tile business. There is something for everyone to learn in every issue. It is the only publication that has complete focus on the tile industry and always incorporates topics and current news that is relevant to manufacturers, distributors, dealers, and most importantly the contractors. Pick up a copy or check out the digital edition and learn from the best.

Tom Carroll,  
Senior Product Manager  
MERKRETE Systems

”



## 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)

##### Guidelines

- Will be labeled as "Sponsored Content"; byline will be brand name
- Word count: 600-800. Content must be informational, not promotional, and/or can not 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 ADVERTISING

*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 px

### 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

“

In a time where overseas products are flooding the markets, TileLetter has stayed true to the real art of tile – and has been a huge supporter of not only Allison Eden Studios but all tile artisans across the country. Tile IS art, and I am happy to keep the creative juices flowing in an industry that is desperately fighting to keep the art alive!!

Allison Eden, Owner  
Allison Eden Studios

”



“

Over the years we have had multiple print campaigns with different association magazines from different niches across the construction industry. Today, TileLetter is now our only print campaign. The value in their digital and print combo plan has proven itself year after year.

The content created and shared throughout the magazine is well written and very educational. But most importantly, it is fresh content – it is not the same story recycled every few months just to fill pages. The writing team is engaged with their readers and creates the content the tile industry wants and needs to hear. This approach to content is what keeps their readership growing, which then brings high value to sponsors.

I really appreciate the cohesiveness between the magazine and the digital collaterals produced. The TileLetter team is organized and dedicated to creating a great user experience for readers, and it shows in the timeliness of articles and overall design of their products.

Sarah Williams,  
Marketing Director  
iQ Power Tools

”

## 2022 DIGITAL RATES

### ENEWSLETTERS (Max 499k)

Pro Angle by TileLetter	Per Week	NTCA eNews	Per Week
Sponsor banner 650x150 px (includes product spotlight see pg. 10)	\$1,000	Sponsor banner 650x150 px (includes product spotlight see pg. 10)	\$1,000
Vertical 325x600 px	\$600	Vertical 325x600 px	\$600
Tower 325x450 px	\$500	Tower 325x450 px	\$500
Square 325x325 px	\$250	Square 325x325 px	\$250
<b>Dedicated Email</b>	<b>Per Email</b>		
Custom content	\$1,000		

### TILELETTER WEBSITE RATES

	Per Month
Half page 300x600 px	\$1,000
Medium rectangle 300x250 px	\$600
Sponsored content	\$750
Video (YouTube link)	\$1,000

### TILELETTER DIGITAL MAGAZINE

	Per Month
Full page 2560x1440/768x896 px	\$1,000
Standard 1042x342 px	\$600
Pop-up 900x860 px	\$1,000
Slideshow 1042x342 px	\$1,000
Video (YouTube link)	\$1,000

### 2022 ISSUE CLOSING DATES

January	11/15	July	05/16
February	12/15	August	06/15
March	01/14	September	07/15
April (And TileLetter ARTISAN Spring digital)	02/15	October (And TileLetter ARTISAN Fall digital)	08/15
May	03/15	November	09/15
June	04/15	December	10/14



# CONTACT INFORMATION



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