

TileLetter

Your Connection to the Tile Industry's
Most Engaged Audience



REACH
Decision
Makers



BUILD
Brand
Awareness



DRIVE
Real
Results

**2027
MEDIA
PLANNER**



A PUBLICATION OF THE NATIONAL TILE CONTRACTORS ASSOCIATION

www.tileletter.com

TileLetter

TILELETTER 2027

THE VOICE OF PROFESSIONAL TILE INSTALLATION

For 80 years, the National Tile Contractors Association has been the backbone of the tile installation industry — and *TileLetter* has been its voice.

As the official publication of the NTCA, *TileLetter* is where the industry's most skilled and dedicated professionals turn for the information that matters most to their work and their businesses. In 2027, as the NTCA marks eight decades of advancing craftsmanship, education, and standards, *TileLetter* enters this milestone year with a sharpened focus and a renewed commitment to the readers who rely on it most.

This year's expanded editorial lineup reflects what our audience demands: deeper business resources to help contractors, distributors, and industry professionals build stronger, more profitable operations and more rigorous technical content to keep them at the leading edge of installation methods, materials, and standards. From jobsite problem-solving to workforce management and emerging tile technologies to industry best practices, *TileLetter* delivers the content that keeps professionals informed, competitive, and connected to the broader NTCA community.

For advertisers, that means access to an audience that is engaged, loyal, and actively seeking the products and solutions you offer. *TileLetter* readers don't just skim—they act. With industry-leading open rates, exceptional forward rates, and a readership that spans every corner of the tile and flooring industry, there is no more targeted or trusted platform to put your brand in front of the professionals who drive purchasing decisions.

Welcome to *TileLetter*'s 2027 Media Planner. Let's grow together.



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IN EVERY ISSUE

NTCA President's Letter
Editor's Letter
Cover Story
Technical
Business
One-to-One
Member Spotlight
New and Noteworthy

ROTATING FEATURES

Back to Basics
Inspiration Gallery

SPECIALTY ISSUES

Training & Education
Artisan
Portfolio

FREQUENCY

12 Monthly Issues
(Featuring one Training &
Education Issue, one Artisan
Issue, one Case Study:
Portfolio Issue.)



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TileLetter

THE INDUSTRY'S LEADING TILE INSTALLATION MAGAZINE

Reach the decision-makers who buy your products

2026 Digital Performance Data

10K+

Printed & digital
copies per issue

139K

Active website users

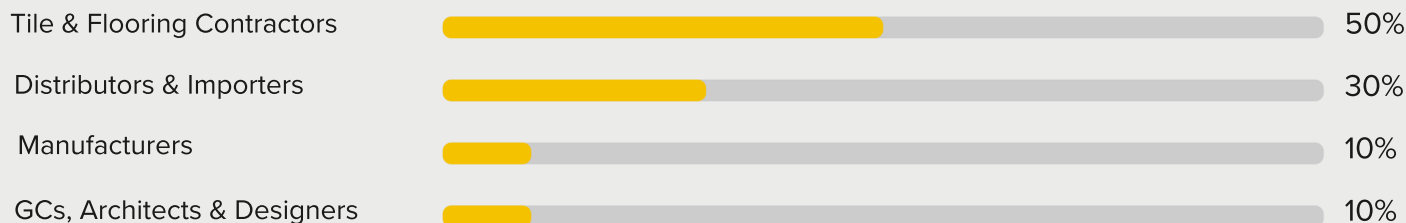
200K

Website page views

11.5K+

Email newsletter
subscribers

WHO YOU'RE REACHING



~24%

Average forward rate across all email newsletters — readers actively share *TileLetter* content with their network, extending your ad's reach far beyond the subscriber list.

EMAIL NEWSLETTER PERFORMANCE NTCA ENEWS & PROANGLE COMBINED AVERAGE

Delivered	99.5%	Forward Rate	24.2%
Open Rate	32.3%	Total Opens	201K+
Click Rate	3.5%	Unsubscribes	~0%

Industry average open rate: ~21% — *TileLetter* newsletters outperform by **50%+**

DEDICATED EBLASTS

99.4%

Delivery Rate

31%

Open Rate

2.6%

Click Rate

23%

Forward Rate

2027 TILELETTER EDITORIAL CALENDAR

THE INDUSTRY'S LEADING TILE INSTALLATION MAGAZINE

January



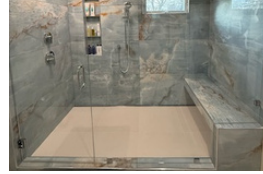
A Blueprint for
Your Business

February



The Power of
Training

March



Residential,
Remodeling &
Renovation

April



Next Generation:
Emerging Leaders

May



Outdoor Living &
Exterior Installations

June



Tools &
Equipment

July



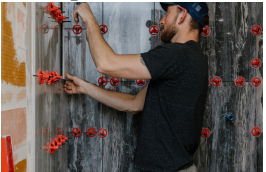
Commercial
Construction

August



Artisan

September



Specialized
Installation
Procedures

October



Technology on
the Jobsite and
in the Office

November



Safety

December



TileLetter Portfolio:
The Story Behind
the Project

2027 ISSUE CLOSING DATES

Advertising and editorial closing dates are listed below. Feature story deadlines—including cover story, images and captions—are due to the editor on the first business day of the month, 2 months before the publication date. Closing dates for editorial and advertising are as follows:

Issue	Editorial	Advertising
January	11/02	12/01
February	12/02	01/05
March	01/04	01/22
April	02/01	02/23
May	03/01	03/22
June	04/01	04/22

Issue	Editorial	Advertising
July	05/03	05/24
August	06/01	06/24
September	07/01	07/23
October	08/02	08/23
November	09/01	09/23
December	10/01	10/21

New!

DISTRIBUTORS TAKE ADVANTAGE OF THE NEW REGIONAL SHOWCASE BUNDLE

THE ULTIMATE SHOWCASE FOR THE
REGION'S PREMIER DISTRIBUTOR

Dominate your territory with an exclusive, high-visibility 2-Page Spread in our monthly print and digital flipbook editions. We feature only one premier distributor per region, per issue.

★ TOP DISTRIBUTORS OF THE MIDWEST
Highlighting the regional distributors that keep our industry moving.

A FAMILY LEGACY Built on CRAFTSMANSHIP and TRUST

In an era dominated by massive, faceless corporations, Louisville Tile stands out as a maverick in what it means to be a true regional partner. Family owned and operated since 1995, this powerhouse distributor has spent nearly seven decades cementing its reputation as the backbone of the tile and stone community across five states.

New operating under its fourth generation of family leadership, Louisville Tile has grown far beyond its original Kentucky roots while fiercely protecting the independent, relationship-driven culture that started it all. With dynamic, inspiration-driven showrooms showcasing prime Indiana, Ohio, Michigan, Tennessee, and Kentucky, they have cultivated the art of scaling up without losing the personal touch.



For the modern tile contractor, designer, and builder, Louisville Tile isn't just a place to source material—they are an extension of the project team. The company anchors its business model on three core promises: being authentic, inspiring, and deeply experienced in practice. This means providing contractors with robust



installer support, specialized architectural and design partnerships, and a dedicated national accounts team that can handle logistics for projects of any scale.

Your Partner Every Step Of The Project

Resourcing today's design trends now requires more than just standard stock. Louisville Tile's unique ability to be among the first to source and deliver materials allows them to protect the competitive edge of their clients. Combined with a veteran team possessing decades of collective knowledge and design expertise, it's no wonder that contractors get their surfaces perfectly right the first time.

After nearly 70 years, Louisville Tile continues to prove that while trends in stone and tile may change, the value of a trusted, family-backed partner never goes out of style.

EXPERIENCE THE LOUISVILLE TILE DIFFERENCE. Scan to find your nearest branch, browse our exclusive collections, or open a new account today.

Website: www.louisville-tile.com
Instagram: [@louisvilletile](https://www.instagram.com/louisvilletile)
[QR CODE GOES HERE ->]

LOUISVILLE TILE
Surface Solutions Since 1995

3 DAYS ONLY
**TILE
CLEARANCE
SALE**

ALL TILES
UNDER \$1.50

JUNE 23, 24, & 25
7:30am - 6:30pm
Tile & Setting Materials Available

✓ LARGE QUANTITY DISCOUNTS
✓ WHILE SUPPLIES LAST, ALL SALES FINAL
✓ PICK UP MATERIAL BY EOD 6/25

LOUISVILLE TILE
Surface Solutions Since 1995
4520 BISHOP LANE, LOUISVILLE, KY 40218

★ TOP DISTRIBUTORS OF THE SOUTHEAST
Highlighting the regional distributors that keep our industry moving.

A Florida Legacy Built on EDUCATION, FAMILY, and INDUSTRY LEADERSHIP

From a single Wood World supplier in the mid-1970s to one of the largest tile distributors in the United States, D&B Tile Distribution has spent over 50 years shaping South Florida's architectural landscape. Founded by Dave and Betty Yehorovich, this legendary institution represents the industry's best practices, masterfully blending a world-class global supply chain with the personal touch of local, multi-generational family business.

As a premier importer, D&B Tile supplies over 90% of its massive product line directly from premier design hubs in Italy, Spain, and South America, maintaining an impressive \$5 million inventory to ensure contractors always have immediate access to the latest materials. They are far more than just a warehouse. They are a distribution center of excellence. The company's combined multiple well-diversified industries into the Ceramic Tile Distributor Association (CTDA) list of names and prestigious accolades from the National Tile Contractors Association (NTCA).

What truly sets D&B Tile apart is its crowded marketplace in its focus, long-standing commitment to professional education. Rather than restricting facilities, big box competitors, D&B invests heavily in day-to-day training for its showroom staff and hosts year-round workshops for local installers.

4th Issue June 2025



personally advocating for CTDF contribution to elevate craftsmanship across the entire region.

Operating from high-end, inspiration-driven showrooms in Sunrise, Delray Beach, and Maitland, D&B Tile remains the ultimate, trusted partner for Florida and Caribbean contractors who demand excellence from their supplier.



We will continue the Yehorovich legacy, invest in our family of D&B team members, and connect the industry to the experts we serve. — Rob Yehorovich, President and CEO

BUILD YOUR NEXT PROJECT ON A STRONGER FOUNDATION. Bring your clients to our inspiration showrooms or open a professional trade account today. Showrooms: Sunrise | Delray Beach | Maitland/Miami Airport
Website: www.dbtile.com
[QR CODE GOES HERE ->]

★ JULY 4TH
TILE SALE

SPECIAL PRICING
ON SELECT AMERICAN-MADE
TILE COLLECTIONS

PREMIUM QUALITY
BEAUTIFUL SELECTION
PERFECT FOR EVERY SPACE

HAPPY 4TH OF July!
LIMITED TIME ONLY

D&B TILE
DISTRIBUTORS

VISIT OUR SOUTH FLORIDA SHOWROOMS
SUNRISE • HIALEAH • DELRAY BEACH
www.dbtile.com

QUALITY TILE. EXCEPTIONAL SERVICE. DELIVERING BEAUTY THAT LASTS.

What's Included in Your 2-Page Spread:

- Full-Page Editorial Profile (250 words, 3 images plus logo) – A custom, magazine-style feature showcasing your legacy, local showrooms or warehouses, your teams, and the technical expertise your company contributes to the industry.
- Your Full-Page Brand Advertisement (8"x10") – Your high-impact ad directly facing your article to drive new contractor account sign-ups.

By drawing on our national brand authority, you build credibility that strengthens your reputation over local competitors. Plus, you'll receive a high-resolution digital reprint—giving your team a permanent, elite marketing asset to drive new pro accounts online and at your sales counters.

Ready to plan your next campaign? Unlock our advertising rates by providing your email.

LOCK IN YOUR EXCLUSIVE REGIONAL
SHOWCASE TODAY BEFORE YOUR
COMPETITORS DO.



REACH
New
Customers



MAGNIFY
Your
Competitive
Advantage



DRIVE
Business
Growth

TILETTER 2027 PRINT RATES

*TileLetter is developed in print and digital flipbook form.
There is an upcharge to be included in the flipbook.
Video links are available in the flipbook.

	TileLetter Print	TileLetter Digital Flipbook Add-On	Ad Dimensions
Full Page	Ready to plan your next campaign? Unlock our advertising rates by providing your email.		8"x10" (8.25"x10.25" w/bleed) 7.25" x 9" (LIVE area)
Full Page Preferred Placement 3, 5 or 7 <i>(first come, first serve)</i>			8"x10" (8.25"x10.25" w/bleed) 7.25" x 9" (LIVE area)
Advertorial (full page)			8"x10" (8.25"x10.25" w/bleed)
2 Page Spread (include .5" gutter across the spread)			16"x10" (16.25"x10.25" w/bleed) 15.25"x10.25" (LIVE area)
1/2 Page Horizontal			7.25"x4.5"
1/2 Page Vertical			3.625"x9"
Distributor Regional Showcase			See 2 Page Spread specs
*Video Link on Ad			YouTube shared link
PREMIUM POSITIONS			
Front & Back Cover plus Feature Story	Ready to plan your next campaign? Unlock our advertising rates by providing your email.		Add 1-1/2" white space top of OBC ad for indicia (specs sent with contract)
Inside Front Cover			8"x10" (8.25"x10.25" w/bleed)
Inside Back Cover			8"x10" (8.25"x10.25" w/bleed)
Center Spread (include .5" gutter across the spread)			16"x10" (16.25"x10.25" w/bleed) 15.25"x10.25" (LIVE area)

Talk to your ad specialist about discounts for 6x and 12x frequency.

PREFERRED AD FILE FORMATS

Should include marks and bleed if applicable
300 dpi PDF
300 dpi TIFF
300 dpi EPS (or AI)

OTHER ACCEPTED FORMATS

- InDesign CS, Illustrator, Photoshop
- Please include all working files and fonts.
If font files cannot be provided, please convert all text to paths.

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.

PRINT AD GUIDELINES

Trim Size	8"x10"
Bleed Allowance	.125"
Printing	Offset
Paper Stock	60 lb. Gloss White
Binding	Saddlestitch

Please reach out if you have any questions.

Editorial: lesley@tile-assn.com

Production and sales: michelle@tile-assn.com

DIGITAL AND WEBSITES

LEADING INFORMATION SOURCE FOR TILE INSTALLATION NEWS



Expand your reach in the tile and stone industry with our targeted digital advertising solutions. We offer a variety of options to help you connect with professionals and drive results.

New!

Introducing ProNews: The Power of Two Newsletters, One Strategic Advantage

TileLetter's two premier email newsletters, ProAngle and NTCA eNews, have long been essential reads for tile and flooring professionals across the country. In 2027, advertisers can now reach both audiences together through ProNews, a combined placement that delivers unmatched scale and efficiency in a single buy.

Why ProNews makes sense for your brand

Advertising across both newsletters audience through ProNews means your message reaches a combined subscriber base with a single, streamlined campaign. Instead of managing separate placements, you get a consistent brand presence across both audiences, maximizing impressions and simplifying your media buy. With a combined average open rate of 32.3%, a forward rate exceeding 24%, and more than 201,000 total opens recorded in 2026, the numbers speak for themselves.

Readers of both publications are highly engaged and notoriously loyal. Unsubscribe rates hover near zero, meaning your investment reaches an audience that has chosen to stay. And because these readers actively forward content to peers and colleagues, your brand exposure extends well beyond the subscriber list itself. ProNews isn't just a media buy; it's a direct line to the professionals who shape the tile industry.

Dedicated eBlast

Looking for a means to get 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 formats. Max file size is 499k. HTML files are also welcome. Dedicated eBlast advertising should also include a subject line and URL link.

GAIN ACCESS TO AN EXCLUSIVE COMMUNITY

New!

NTCA Insider: Back and Better than Ever

NTCA Insider is making its return as a monthly newsletter delivered exclusively to active NTCA members. Each issue highlights member benefits, access to technical resources, installation standards, and training opportunities to keep members connected to everything the association has to offer.

For advertisers, this is a rare opportunity. NTCA members are the tile industry's most committed professionals, contractors, and installers who are actively investing in their businesses and seeking the products and services that help them perform at the highest level. Advertising in NTCA Insider places your brand in a high-trust, members-only environment alongside content this audience specifically sought out.

NTCA Insider delivers targeted, credible, and exclusive access to the professionals who matter most to your brand.

Ad materials for all digital assets are due on the 15th of the month, preceding the published month.

NEWSLETTER & EBLAST RATES

Newsletter and Eblasts	ProNews (weekly)	NTCA Insider (monthly)	Ad Specs
Sponsored Newsletter Receive a bottom banner ad (650x150*) and a product spotlight. Spotlight includes one image (150x150) and a product write-up of 150 words plus a URL link to your site.	Ready to plan your next campaign? Unlock our advertising rates by providing your email.		650x150 px (includes product spotlight) Files should be no larger than 499k
Tower Ad (JPG, GIF, or PNG format)			325x450 px
Dedicated eBlasts (\$1,000 upcharge for us to build your dedicated eblast)			650 px width

WEBSITE ADVERTISING RATES

Online display ads are an effective way to create clicks to your website. Static or animated ads appear on the homepage of *TileLetter's* and NTCA's websites and throughout the site.

TileLetter.com	TileLetter.com monthly rate	Ad specs
Tower Ad	Ready to plan your next campaign? Unlock our advertising rates by providing your email.	300x600 px
Medium Rectangle		325x450 px
Sponsored Content		300-word copy and up to 5 images
Video		YouTube shared link

NTCA (tile-assn.com)	Tile-assn.com 12 month rate	Ad specs
Super Leaderboard	Ready to plan your next campaign? Unlock our advertising rates by providing your email.	930x80 px
Skyscraper		160x420 px
Lower Banner		462x80 px

Ad materials for all digital assets are due on the 15th of the month, preceding the published month.

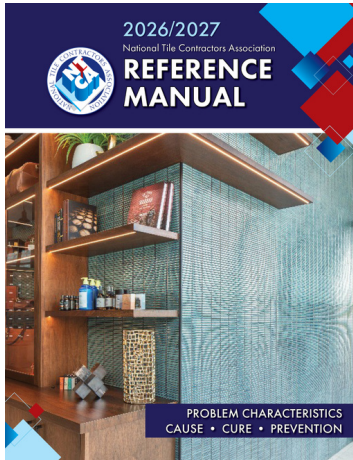
THE NTCA REFERENCE MANUAL

ADVERTISE IN THE INDUSTRY'S MOST
TRUSTED TECHNICAL RESOURCE

THE BOOK THEY OPEN WHEN THEY NEED ANSWERS.

For decades, the *NTCA Reference Manual* has stood as one of the most highly-valued, authoritative documents in the ceramic tile and stone industry. Developed annually by the NTCA Technical Committee, industry allies, contractors, distributors, and manufacturers, this comprehensive manual—available in both print and PDF digital download—is the go-to resource for identifying recurring installation challenges, recognizing potential pitfalls, and deploying expert solutions.

When professionals face a complex obstacle on the jobsite, this is the book they open. By advertising in the *NTCA Reference Manual*, your brand gains year-round exposure to a highly targeted, captive audience of qualified industry decision-makers.



Unmatched Professional Authority

Align your products and services with the culmination of industry knowledge, research, and expert development.



Guaranteed Qualified Audience

Published annually every August, a print copy of the *NTCA Reference Manual* is mailed directly to all active NTCA members—including elite Five-Star Contractors, leading distributors, and top manufacturers.



Extended Shelf Life & Constant Exposure

Unlike monthly periodicals, this manual is kept on desks, in trucks, and on jobsites as a permanent troubleshooting reference guide. Your ad will be seen repeatedly for a full 12 months and beyond.

NTCA Reference Manual	Rates	Ad Dimensions
Full Page	Ready to plan your next campaign? Unlock our advertising rates by providing your email.	8.5"x11" (8.75"x11.25" w/bleed) 7"x10" (LIVE area)
2 Page Spread (include .5" gutter across the spread)		17"x11" (17.25"x11.25" w/bleed) 15"x10" (LIVE area)
1/2 Page Horizontal		7"x5"
1/2 Page Vertical		3.25"x10"
PREMIUM POSITIONS		
Outside Back Cover		8.5"x11" (8.75"x11.25" w/bleed)
Inside Front Cover Spread		17"x11" (17.25"x11.25" w/bleed)
Inside Back Cover Spread		17"x11" (17.25"x11.25" w/bleed)

SPECIFICATIONS

File Format: Press-ready PDF (CMYK, 300 dpi, fonts embedded)
Materials Due: June 15, 2027

*The *NTCA Reference Manual* is comprised of chapters for quick reference to any problem, prevention or cure related to proper installation. Please choose up to three chapters for your ad(s). If none are chosen, we will choose placement for you. *NTCA Reference Manual* chapters are:

- Pre- and Post-Installation Considerations
- Substrates
- Backerboards and Underlayments
- Membranes
- Material-Specific Products and Installation
- Natural Stone Installations
- Thick-Bed Method Installation
- Thin-Bed Method Installation
- Specialized Installation Procedures
- Grouts
- Maintenance
- Precautions

**Ads are sold and placed on a first-come, first-served basis and will be limited and restricted to a numbered amount of ads per section.*

RESERVE YOUR SPACE TODAY

Don't miss the opportunity to place your brand in front of the industry's top professionals at the exact moment they are looking for solutions. Space is limited. Contact Michelle Chapman at 601-506-6469 or michelle@tile-assn.com.