

TileLetter MAGAZINE

informative.technical.trending

2019 Media Planner



TileLetter is the official magazine of the National Tile Contractors Association. The leading source of technical and trending news and information, *TileLetter* is professionally produced and is directed solely to the tile, stone and allied products industries. Circulated to more than 12,000 firms each month, *TileLetter* is faithfully read by approximately 35,000 individuals within our industry and represents a proven value to its advertisers.

Meet the Team



BART BETTIGA
Publisher



LESLEY GODDIN
Editor

Our Mission

TileLetter delivers superior insight for the tile and stone industry internationally, conveying the thoughts and opinions of leaders and experts on the industry's latest initiatives, innovations, technologies and trends.

At *TileLetter*, our goal is to enhance the tile and stone industry media landscape with expert knowledge of the latest methods, standards, business practices and trending news. It is our intent to engage the reader visually as well as intellectually, with informative articles, critical insight and compelling case studies.



Michelle Chapman
Art Director
Advertising Sales



Avia Haynes
Marketing and
Communications
Director



Mary Shaw-Olson
Advertising
Sales

TileLetter Editors

Stephanie Samulski, NTCA Director of Technical Services
Lou Iannaco, Contributing Editor

www.tileletter.com

TileLetter

12K

Total subscribers

7K

Tile and flooring contractors and installers

2K

Tile distributors and importers

2K

Manufacturers

1K

Architects, designers, builders
and general contractors

TRENDS
TECH

Coverings'19
THE GLOBAL TILE & STONE EXPERIENCE

Additional mailing for
special issues

2K

Architects, designers, builders
and general contractors

Combined with *TileLetter* subscribers

14K

Total subscribers

digital outreach
10K

TileLetter Weekly is received by
more than 10,000 digital
subscribers every week.

TileLetter
 *weekly*

TileLetter is published
monthly with an additional
issue dedicated solely to
the COVERINGS show.

TRENDS and *TECH* are
published at full size
8"x10" special issues to the
circulation plus additional
architects, designers,
builders and contractors in
the industry.

TileLetter MAGAZINE

In 2018, *TileLetter* deepened its commitment to technical and business resources in its print issues. We will continue this direction in 2019 while expanding our focus to a broader view of the industry as a whole. Online, TileLetter.com continues to bring you breaking news on a daily basis and exclusive content you won't find anywhere else.

IN EVERY ISSUE

Feature Cover Story
Ask the Experts
Tech Talk
Business Tip
NTCA Member Spotlight
NTCA University Update
Training & Education
NTCA Benefits Box
Letters from the President and Editor
Product Focus/Product briefs
News Focus/News briefs
NTCA Tile & Stone Workshops
CTEF Workshops
Advertiser Index

JANUARY

Theme: Bath Safety Month

Large-format tile: From Planks to Panels

Bonus distribution at TISE West (Surfaces)

Editorial close - November 26
Advertising close - December 3
Advertising due - December 3

FEBRUARY

Theme: National Tile Day

Hot topics: From the industry

Coverings preview

Editorial close - January 4
Advertising close - January 11
Advertising due - January 14

TRENDS

Theme: Color and tile trends

Regional Sales Report: What's selling around the country?

Bonus distribution at Coverings

TRENDS is an 8" x 10" publication

Editorial close - January 18
Advertising close - January 28
Advertising due - January 28

COVERINGS (special show issue)

Theme: Making the most of Coverings - Orlando, Florida

Essential tools and accessories for contractors

Bonus distribution at Coverings

Editorial close - February 1
Advertising close - February 5
Advertising due - February 5

MARCH

Theme: Showers

Stone: Marble discoloration in showers

Product focus TISE West (Surfaces)

Editorial close - February 14
Advertising close - February 19
Advertising due - February 19

APRIL

Theme: Pools

A&D Style & Specs

Editorial close - March 15
Advertising close - March 19
Advertising due - March 19

QUARTERLY FEATURES

A&D Style & Specs
Large-format tile: From Planks to Panels
Stone
Hot Topics



MAY

Theme: Membranes

Large-format tile: From Planks to Panels

Coverings 2019 review

Products focus Coverings

Editorial close - April 15
Advertising close - April 19
Advertising due - April 19

JUNE

Theme: The great outdoors

Hot topics: From the industry

Editorial close - April 18
Advertising close - April 24
Advertising due - April 24

JULY

Theme: National Tile Installers Day

Total Solutions Plus: 2019 preview

Stone: Determining when stone is the best solution

Editorial close - May 8
Advertising close - May 14
Advertising due - May 14

AUGUST *(The GREEN issue)*

Theme: Sustainability and pro-earth installation

LEED update

A&D Style & Specs

Editorial close - May 5
Advertising close - June 10
Advertising due - June 10

SEPTEMBER

Theme: Decorative Tile

Large-format tile: From Planks to Panels

Mosaics

Editorial close - July 12
Advertising close - July 19
Advertising due - July 19

OCTOBER

Theme: Women in Tile

Hot topics: From the industry

Editorial close - August 12
Advertising close - August 14
Advertising due - August 14

TECH

Theme: Technological advancements in the industry

Bonus distribution at Total Solutions Plus

TECH is an 8" x 10" publication

Editorial close - August 29
Advertising close - September 3
Advertising due - September 3

NOVEMBER

Theme: Expansion Joints

Stone: Troubleshooting stone

Editorial close - September 12
Advertising close - September 16
Advertising due - September 16

DECEMBER

Theme: Standards

NTCA Review/Forecast

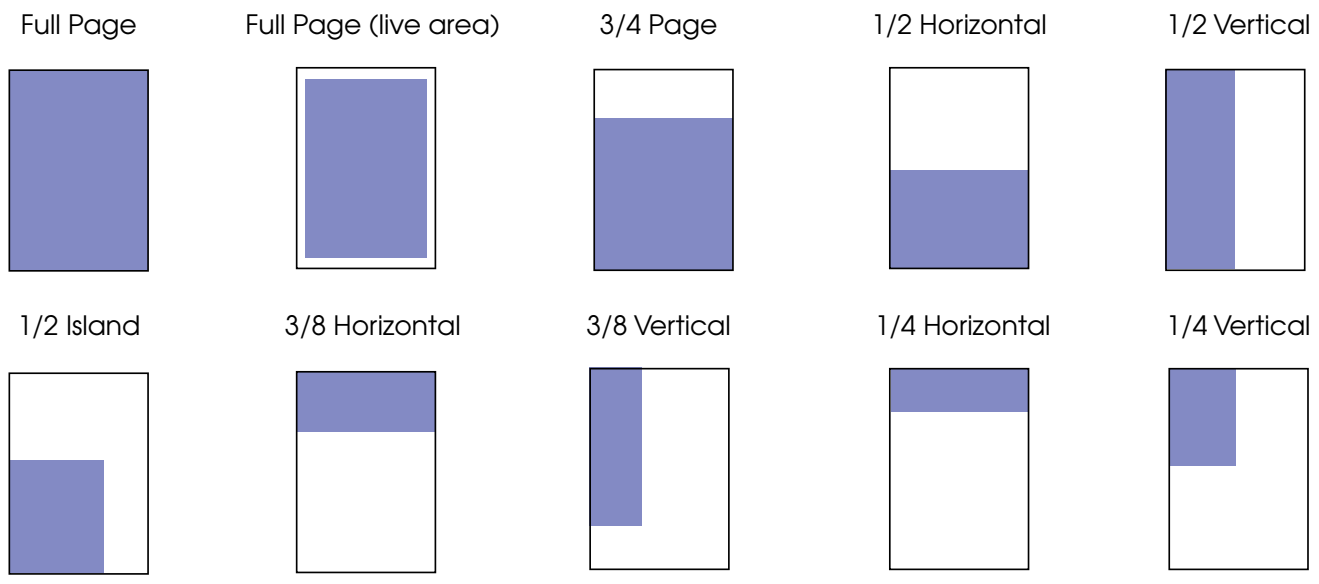
Products focus Cersaie

A&D Style & Specs

Editorial close - October 10
Advertising close - October 15
Advertising due - October 15

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 9 - 12, 2019. 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 and eco-friendly topics 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.



Trim Size 5.5" x 8.5"
 Printing Offset
 Paper Stock 60 lb. Gloss White
 Binding Saddle Stitch
(Coverings issue is perfect bound)

Ad Copy Dimensions

Full Page w/bleed	5.75" x 8.75"
Full Page LIVE area	4.75" x 8"
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"

Preferred digital format: PDFX-1A

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

Apple or Windows OS:
 Adobe InDesign CC
 Adobe Illustrator CC
 Adobe Photoshop CC
 TIFF, JPEG images (300 dpi, sized to fit)

Note: If submitting file in AI or EPS format, all fonts must be converted to paths and all links embedded.

Gutter safety for spreads:
 Allow 1/4" on each side of gutter, 1/2" total gutter safety.

Safety: Keep all LIVE matter, not intended to trim, 1/4" from TRIM edges. Offset for registration marks should be set at .1875".

Ad space contracts and materials:
 Ad copy and sizes 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 tileletter@tile-assn.com and your respective advertising contact copied.

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

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



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 2019 exposition, April 9 - 12, 2019, at the Orange County Convention Center in 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 additional copies available in publication bins 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.

DEADLINES FOR THE COVERINGS ISSUE

Editorial close - February 1
Advertising close - February 5
Advertising due - February 5

TRENDS and TECH brought to you by NTCA

Reach out to 14,000 A&D subscribers with a range of opportunities offered under the *TileLetter* publishing umbrella. These two print vehicles have custom content geared towards the A&D community. Here's what's on tap:

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 what 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? How do you 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! This issue will be available at Total Solutions Plus.

Both *TRENDS* and *TECH* are mailed to our regular *TileLetter* circulation as well as to an additional 2,000 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.

DEADLINES FOR TRENDS AND TECH

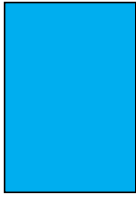
TRENDS:

Editorial close - January 18
Advertising close - January 28
Advertising due - January 28

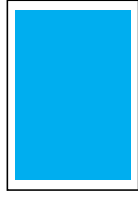
TECH:

Editorial close - August 29
Advertising close - September 3
Advertising due - September 3

Full Page



Full Page (live area)



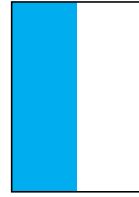
3/4 Page



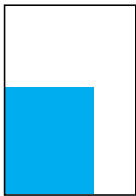
1/2 Horizontal



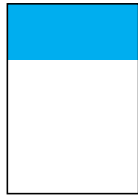
1/2 Vertical



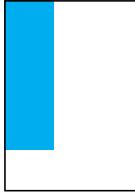
1/2 Island



3/8 Horizontal



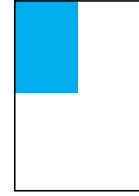
3/8 Vertical



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	TRENDS (Perfect Bound) TECH (Saddle Stitch)

Preferred digital format: PDFX-1A

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

Apple or Windows OS:

Adobe InDesign CC
 Adobe Illustrator CC
 Adobe Photoshop CC
 TIFF, JPEG images (300 dpi, sized to fit)

Note: If submitting file in AI or EPS format, all fonts must be converted to paths and all links embedded.

Gutter safety for spreads:

Allow 1/4" on each side of gutter, 1/2" total gutter safety.

Safety: Keep all LIVE matter, not intended to trim, 1/4" from TRIM edges. Offset for registration marks should be set at .1875".

Ad space contracts and materials:

Ad copy and sizes 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 fileletter@tile-assn.com and your respective advertising contact copied.

Ad Copy Dimensions

Full Page (w/bleed)	8.25" x 10.25"
Full Page LIVE area	7.25" x 9"
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"

Inserts and Specialty Printing

To ensure that every copy arrives in pristine condition, we offer "adbag" wrapping in a clear, plastic bag. This protective wrapping provides special advertising opportunities for you! You can create a customized message that will be inserted along with any issue of *TileLetter*, *TRENDS* or *TECH* publication 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.

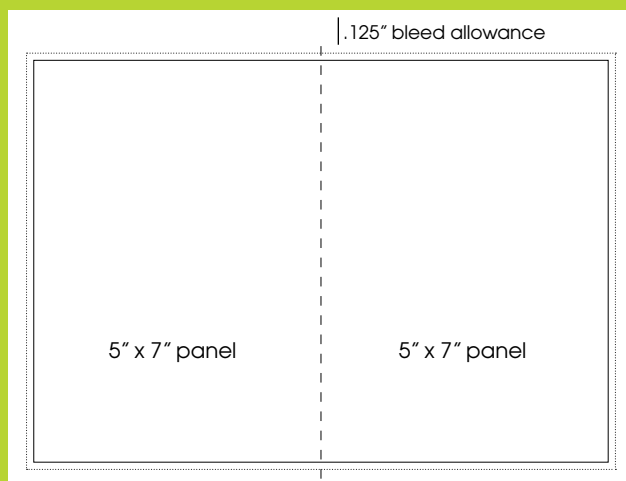
Call your advertising sales representative for available options or more information.

AD COPY DIMENSIONS for a 5" x 7" insert

Trim Size	5" x 7"
Bleed Allowance (.125")	5.25" x 7.25"
Printing	Offset
Paper Stock	100 lb. cover gloss white
Binding	fold

If you dream it, we can print it

Installers, fabricators, distributors, retailers, architects and designers worldwide rely on *TileLetter* for new products, industry news and technical information. Capture their attention with a specialty piece that delivers a message the way you've intended.



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 booklets, brochures, cards	Call for pricing

TileLetter

TileLetter.com website
and digital page turner

TileLetter's digital edition is a replica of it's print edition with added benefits for interactive users. This mobile-friendly version of *TileLetter* magazine includes additional coverage of new product introductions, breaking news in the industry, and expanded technical and business article links.

A new option to advertisers is embedded video on top of your ad in the digital pageturner or on TileLetter.com homepage.

880x290 home page carousel ad\$1,000/month
300x80 right side margin ad \$2,500.00/year
YouTube video on homepage\$500/month
YouTube link in page turner\$500/month

NTCA eNews & Views Digital Newsletter

A weekly digital publication that conveys association objectives and messaging. Includes regional and national programs, news releases and educational content. NTCA eNews & Views is an ideal place to promote products and services to drive traffic to your site, generate sales and build awareness for your brand. Sponsorship and advertising opportunities available include:

600x200 bottom banner ad sponsorship
(includes a 150-word product spotlight and image) \$1,000/week
600x200 (middle feature) \$750/week
300x600 \$500/week
300x300 \$250/week

Custom eblast to a
targeted market or audience \$1,000



Distributed every week, *TileLetter Weekly* includes breaking news in the tile and stone industry, product spotlights, and technology and business educational content. Newsletter sponsorship and advertising opportunities available include:

600x200 bottom banner ad sponsorship
(includes a 150-word product spotlight and image) \$1,000/week
600x200 (middle feature) \$750/week
300x600 \$500/week
300x300 \$250/week



www.tile-assn.com

The association's 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.



300x80

300x600

300x300

JPG and GIF are preferred formats for all digital ads.

600x200

880x290

TileLetter has been around for over six decades and is known for its high-quality print publication, but our digital platforms are quickly becoming a go-to source for tile and stone professionals who want to be kept up-to-date with the latest news in our industry.



DEADLINES

Deadline for ad and copy material is due seven (7) days prior to expected posting online or for spotlights and advertising. Custom blasts with logos/graphics are due fourteen (14) days in advance of the campaign.

