

National Tile Contractors Association

TileLetter

www.tileletter.com

2013 Media Planner

National Tile Contractors Association Coverings 2012
TileLetter
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GREAT DESIGN | GREAT INSTALLATION

INSTALLATION DESIGN
SHOWCASE

SEE T



National Tile Contractors Association March 2012
TileLetter

FEATURE STORY
LATICRETE International, Inc.
Domestic and International
Manufacturing Sites



National Tile Contractors Association August 2012
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ON THE COVER:
LATICRETE International, Inc.

Coverings' PROJECT: Green Winners

Coverings' Installation Design Awards
Stone Winners

Photo credits for One World Trade Center
Courtesy: Skanska Properties

THE GREEN
Issue

TileLetter Magazine

www.tileletter.com

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

Total Circulation as of July 31st, 2012

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 and Focus	Added Value
January Ads due 12/03/12	Sports facilities	<ul style="list-style-type: none"> • Total Solutions Plus review • Industry Calendar • Saws 	2,000 to Surfaces
February Ads due 01/04/13	Sacred places	<ul style="list-style-type: none"> • Coverings: installation track seminars • From the Field • Levels 	Coverings advertorial section: 4 page - Distributor programs
Coverings Ads due 02/08/13)	Coverings/Atlanta, Ga.	<ul style="list-style-type: none"> • NTCA programs • Sponsor columns 	2,000 to Coverings Coverings advertorial section: 4 page - Contractor programs
March Ads due 02/01/13	Pools	<ul style="list-style-type: none"> • Surfaces review • Coverings: other seminars • Work with glass tile • Bits and cores 	1,000 to Coverings
April Ads due 03/01/13	Kitchens and baths	<ul style="list-style-type: none"> • Water/moisture management • Cevisama review • Mixers and drills 	1,000 to Coverings
May Ads due 04/01/13	Patios/outdoor settings	<ul style="list-style-type: none"> • Working with pavers • Exterior facades • Blades 	
June Ads due 05/01/13	Public spaces	<ul style="list-style-type: none"> • Coverings Installation and Design Awards • IDS Showcase • Art tile/handmade tile • Grinders 	Coverings review/ awards special section
July Ads due 06/03/13)	Hotels/casinos/resorts	<ul style="list-style-type: none"> • Total Solutions Plus schedule • Installation Design Showcase - supplier partners • Spacers and sponges 	
August Ads due 07/01/13	The Green Issue	<ul style="list-style-type: none"> • Cost Commitment to Green product certification • LEED AP – what credentialing means to the contractor • PROJECT:Green winners • Trowels and floats 	
September Ads due 08/01/13	Education	<ul style="list-style-type: none"> • Total Solutions Plus preview • From the Field: Voice of the Contractor • Measuring tools 	
October Ads due 09/03/13	Living spaces	<ul style="list-style-type: none"> • Women in Tile • Radiant heating • Dust containment/safety equipment 	
November Ads due 10/01/13	Commercial settings	<ul style="list-style-type: none"> • <i>NTCA Reference Manual</i> updates • Tile patterns • Nippers/tile cutters 	
December Ads due 11/01/13	Healthcare	<ul style="list-style-type: none"> • NTCA review/forecast • Cersaie Review • Stocking stuffers: tile accessories 	

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.

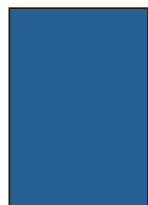
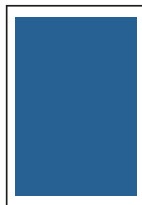
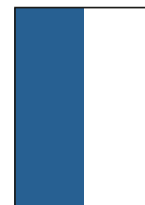
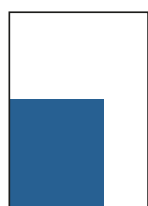
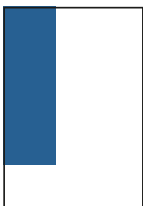
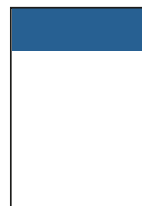
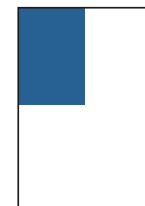
In every issue:

Ask the Experts, Tech Talk, Snips: Excerpts from the *NTCA Reference Manual*, Industry News, New Products, NTCA News, NTCA Benefits Box, NTCA President's Letter, Editor's Letter, NTCA Five Star Contractor Spotlight, On the Road, Tools of the Trade

TileLetter also includes the following occasional features:

Letters to the Editor, Helping Hands, Distributor Bulletin Board, NTCA Family Album, Travels with Tile, MMSA Bulletins

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

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**

5.5"x8.5"

Bleed Allowance

5.75"x8.75"

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
Center spread	\$2,500
2 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

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

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	\$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

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 2013 exposition, April 29-May 2, 2013, at the Georgia World Congress Center in Atlanta, Ga. 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.

Schedule your far-reaching advertising message today. Contact Michelle Chapman 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 February 8, 2013.