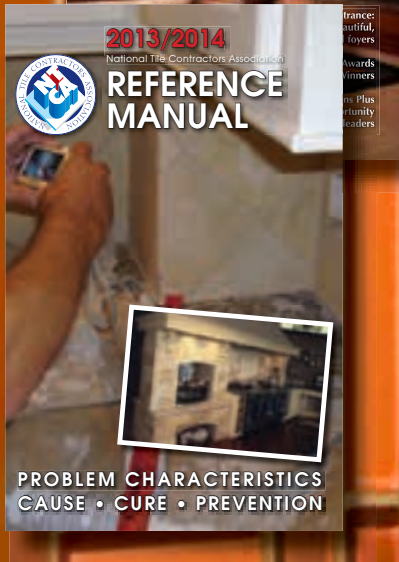


National Tile Contractors Association

TileLetter

www.tileletter.com

2014 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, 2013

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, One Coverings Special Issue and One NTCA Reference Manual 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 16,000 firms each month, *TileLetter* is faithfully read by individuals within our industry and represents a proven value to its advertisers.

Month	Major Feature	Special Focus	Added Value
January <i>Ads due 12/06/13</i>	Residential showers	<ul style="list-style-type: none"> Total Solutions Plus review Industry Calendar 	Bonus distribution to Surfaces
February <i>Ads due 01/06/14</i>	Grout	<ul style="list-style-type: none"> Coverings: Installation Track Seminars Stone: Slate/Limestone 	Coverings advertorial section: Distributor Programs
*Coverings <i>Ads due 02/08/14</i>	Coverings/Las Vegas	<ul style="list-style-type: none"> NTCA programs Sponsor columns 	Bonus distribution to Coverings Coverings advertorial section: Contractor Programs
March <i>Ads due 02/03/14</i>	Hotels/resorts/casinos	<ul style="list-style-type: none"> Surfaces review Case study: Thin Tile Coverings: special feature 	Bonus distribution to Coverings
April <i>Ads due 03/03/14</i>	Glass tile	<ul style="list-style-type: none"> Cevisama review Stone: Granite/Marble 	
May <i>Ads due 04/01/14</i>	Retail/showrooms	<ul style="list-style-type: none"> Case study: Thin Tile 	
June <i>Ads due 05/01/14</i>	Surface preparation	<ul style="list-style-type: none"> Coverings Installation and Design Awards IDS Showcase NTCA night 	Coverings review
July <i>Ads due 06/03/14</i>	Public spaces/exteriors	<ul style="list-style-type: none"> Total Solutions Plus schedule Case study: Thin Tile 	
*Reference Manual <i>Ads due 06/23/14</i>	NTCA Reference Manual Issue	<ul style="list-style-type: none"> Technical features 	
August <i>Ads due 07/01/14</i>	The Green Issue	<ul style="list-style-type: none"> PROJECT:Green winners 	
September <i>Ads due 08/04/14</i>	Mortars	<ul style="list-style-type: none"> Total Solutions Plus preview Case study: Thin Tile 	
October <i>Ads due 09/02/14</i>	Restaurants/kitchens	<ul style="list-style-type: none"> Women in Tile 	
November <i>Ads due 10/01/13</i>	Handmade/decorative tile	<ul style="list-style-type: none"> Stone: Manufactured/engineered 	
December <i>Ads due 11/03/14</i>	Living spaces	<ul style="list-style-type: none"> NTCA review/forecast Cersaie Review 	

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.

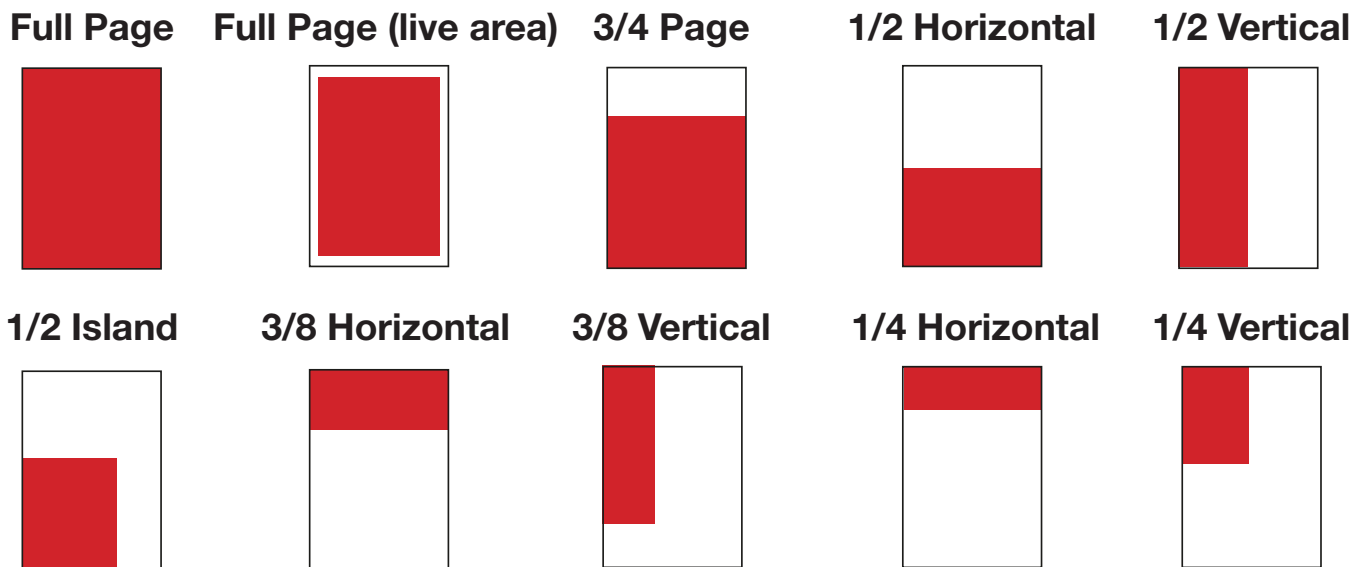
IN EVERY ISSUE: Ask the Experts, Tech Talk, Business Tip, Industry News, New Products, NTCA Benefits Box, NTCA President's Letter, Editor's Letter, NTCA Five Star Contractor Spotlight

TILELETTER ALSO INCLUDES THE FOLLOWING OCCASIONAL FEATURES: Letters to the Editor, Helping Hands, NTCA Family Album, Travels with Tile, NTCA News, From the Field: Voice of the Tile Contractor

NEW IN 2014: Stone Section; Thin Tile Case Studies; *TCNA Handbook* Update; Qualified Labor Section

***The Coverings Issue and the NTCA Reference Manual Issue are additional *TileLetter* magazines we produce and mail to our regular subscribers. Special rates apply to these two issues.**

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



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:

- [Apple or Windows OS](#)
- [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 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.

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
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

\$100/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	\$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.

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 edition, you will be making the best advertising investment you can make all year.

More than 25,000 attendees are slated for the 2014 exposition, April 29-May 2, 2014, at the Las Vegas Convention Center in Las Vegas, Nevada.

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 distributed at the show.

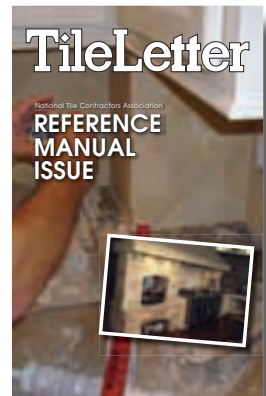
THE NTCA REFERENCE MANUAL ISSUE:

The *NTCA Reference Manual* is a comprehensive problem-solving guide that benefits the entire trade. Published in print for the first time in 2013, the *NTCA Reference Manual* will be shipped FREE of charge to all NTCA Members. To promote this valuable industry resource, *TileLetter* is publishing a special *Reference Manual Issue*. 1,000 copies of the *TileLetter Reference Manual* edition will be polybagged and shipped along with the manual to NTCA members. *TileLetter* subscribers not receiving the *NTCA Reference Manual* will benefit from valuable technical articles and features in this special issue.

Articles written by industry experts on key topics addressed in the *NTCA Reference Manual* will highlight the editorial focus of this special edition of *TileLetter*. Examples of articles that are being developed include the following:

- Unsuitable and Questionable Substrates
- Installations over Concrete Substrates
- Installations over Engineered Wood and Plywood
- Backerboards
- Care and Maintenance
- Stone Tile Installations
- Exterior Installations

The 2014 special *TileLetter Reference Manual* edition will launch an issue that will be insightful and informative, and will be eagerly anticipated by industry professionals each and every year.



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, 2014.

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