

# www.tileletter.com

# www.tile-assn.com

*Target thousands of industry professionals while they research tile, stone and allied products with any of our online opportunities.*

## NTCA eNews & Views

A weekly digital publication that conveys association objectives and messaging. Includes regional and national programs, news releases and educational content. As a trusted resource for professionals, eNews digital publication 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:

(large banner plus product spotlight)	\$1,000/week
600x200 (large ad)	\$750/week
300x600 (small ad)	\$500/week

*(discount for one month contract)*  
Custom eblasts to a targeted audience \$1,000

## TileLetter Weekly Banner ads

The Digital Weekly Edition of *TileLetter* Weekly will include breaking news in the tile and stone industry, product spotlights and introductions, news releases, and technology and business educational content. Regional and National conventions and trade shows will be promoted and covered extensively in the digital formats of *TileLetter* Weekly. Sponsorship and advertising opportunities available include:

(large banner plus product spotlight)	\$1,000/week
600x200 (large ad)	\$750/week
300x600 (small ad)	\$500/week

*(discount for one month contract)*  
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*TileLetter's* digital edition is a replica of its 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 your ad in the digital pageturner.

Carousel ad: Entertain readers by placing an ad in our front page carousel - 860x280 \$1,000/month  
Margin ad: 300x80 \$2,500.00/year  
Embedded YouTube video \$500/issue

## TileTV

www.iwantmytiletv.com – TileTV is a YouTube television program produced bi-monthly and sent to 15,000 email subscribers. Full rate sponsorships includes two (2), 15-30 second vidmercials that run prior to a show or between the technical, “Question Mark” segment and “What’s Happening in the Tile Industry” segment. Sponsor’s logo is in large format during the entire length of the show and on the YouTube homepage. Logo can include a hotlink to a video, product information, website, etc. Program ends with logo sponsored thank you.  
TileTV: \$3,000/annual

Contact Jim Olson to arrange a contract for TileTV – jim@tile-assn.com.

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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

## Digital Specifications

JPEG or GIF are the preferred formats for digital ads.  
Large ads: 600x200  
Small ads: 300x600  
Margin ads: 300x80  
Carousel ads: 860x280

## Deadlines

Deadline for all ad and copy material is due seven (7) days prior to expected posting online or for spotlights and advertising in blasts. We also offer complimentary design custom blasts as long as copy and logos or graphics are provided at least (14) days in advance of the campaign.

See your ad sales representative for more information about any of these opportunities.  
Mary Shaw-Olson, mary@tile-assn.com or Michelle Chapman, michelle@tile-assn.com  
Tile-TV: Jim Olson, jim@tile-assn.com