



**Tile & Stone**  
**BLUE BOOK**

[tileandstonebluebook.com](http://tileandstonebluebook.com)

2014-2015 Media Planner

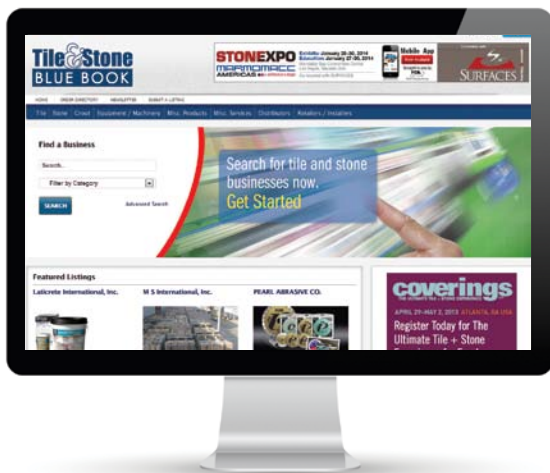
# Tile & Stone Blue Book

**TILE & STONE BLUE BOOK** is the complete guide to the tile and stone industries. Published annually, the Tile & Stone Blue Book is an extensive compilation of manufacturers, distributors and tile and stone professionals. The directory is instrumental in helping businesses reach prospects at the time and place where they make purchasing decisions.

Approximately 10,000 copies of the Tile & Stone Blue Book are distributed nationally each year. Tile & Stone Blue

Book reaches a niche market, allowing you to focus your marketing efforts on your target audience. With three user-friendly sections, your audience can easily find your company, products and services in our directory.

Our presence extends beyond print with our website, [tileandstonebluebook.com](http://tileandstonebluebook.com), which features 12,000 listings from tile and stone businesses. Keep your eyes peeled for our new website, which will launch in 2014.



## PRINT DIRECTORY

With approximately 10,000 copies of our **print directory** distributed annually, we offer the exposure you seek at a cost that fits within your budget. Tile & Stone Blue Book consists of three parts—distributors listed by location, manufacturers/suppliers organized by products and services and alphabetical listings of manufacturers/suppliers. The directory is distributed yearly through direct mailings, trade shows and industry events.

## WEBSITE

Increase your business's prominence on [tileandstonebluebook.com](http://tileandstonebluebook.com) with our enhanced listing and banner advertising solutions, coming in 2014. Key decision-makers in the tile and stone industries use Tile & Stone Blue Book to find products and services when making purchasing decisions.

## DIGITAL EDITION

Tile & Stone Blue Book's **Digital Edition** is an attractive, fully interactive digital version of our directory. Exclusive digital edition sponsorships allow advertisers to drive traffic to their websites. Sponsorships include prominent outside front cover placement, videos and listings linked to your website.

## NEWSLETTER & CUSTOM EMAILS

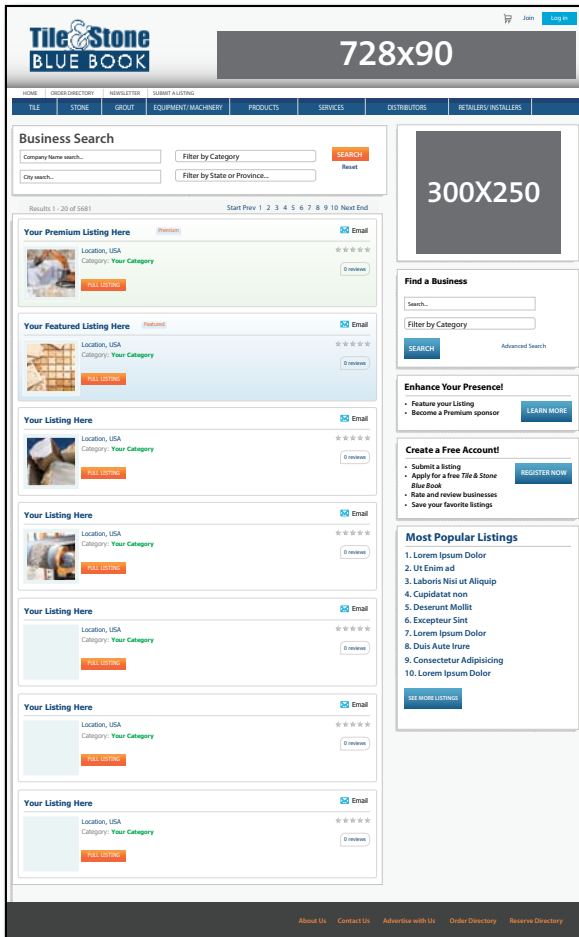
The **Tile & Stone Blue Book Newsletter** (formerly Above & Beyond) is a monthly email newsletter highlighting tile and stone products and services. Garner attention with a clear, colorful product image delivered to purchasing decision-makers. **Custom Emails** allow you to send an exclusive marketing message to Tile & Stone Blue Book's audience and cultivate new prospects.

## DIRECTORY ON CD

Our extensive directory is **available on a CD** in Excel format (subject to licensing agreement), giving your company the ability to streamline marketing efforts. The data includes approximately 8,000 tile and stone retailers and installers from all over the country.

# Digital Solutions

Coming in 2014



## BANNER ADVERTISING

An exclusive category sponsorship will give you an edge on your competition with 100% share of voice in your target market. Non-exclusive category sponsorships also offer prominent advertising positions to your target market. Run-of-site banners are a good alternative for businesses with a broader market.

### EXCLUSIVE CATEGORY SPONSORSHIP

728 x 90 and 300 x 250  
Includes Premium Listing  
PLUS: Run-of-site and homepage positions  
\$499 per month

### NON-EXCLUSIVE CATEGORY SPONSORSHIP

728 x 90 and 300 x 250  
Includes Featured Listing  
PLUS: Run-of-site and homepage positions  
\$299 per month

### RUN-OF-SITE & HOMEPAGE ONLY

728 x 90 and 300 x 250  
Includes Featured Listing  
\$199 per month

## ENHANCED LISTING OPTIONS

Our enhanced listings offer varying levels of exposure, enabling you to reach your target audience, increase traffic to your website and generate new business leads. All listings include basic contact information, website link, ratings, reviews, and map.

### FEATURED LISTING

- ✓ Placement above free listings with colored shading and featured icon
- ✓ Listing displayed in up to 10 categories on website
- ✓ Three images or logos
- ✓ Lead generation: visitors can contact you via site
- ✓ One resource (case study, white paper or other collateral)
- ✓ Video displayed on listing page

\$99/month or \$999/annual

### PREMIUM LISTING

- ✓ Top-of-page placement with colored shading and premium icon
- ✓ Listing displayed in up to 15 categories on website
- ✓ Featured listing on homepage
- ✓ Run-of-site banner (300 x 250)
- ✓ Five images or logos
- ✓ Lead generation: visitors can contact you via site
- ✓ Three resources (case study, white paper, or other collateral)
- ✓ Video displayed on listing page

\$249/month or \$2,490/annual

# Advertising Rates & Specs

## 2014-15 Display Advertising Rates

### Premium Advertising Positions (Glossy)

(All premium positions receive a right of first refusal each year thereafter.)

Front Cover Featured Advertiser	\$8,111
Back Cover	\$8,111
Inside Front Cover	\$5,948
Opposite Inside Front Cover	\$5,408
Front or Back of Premium Insert Divider	\$4,635
Inside Back Cover	\$4,867
Full Page Color Opposite Table of Contents (non-glossy)	\$2,487

Annual Display Ad Rates	B & W	Color
2 Page Premium Profile	N/A	\$4,190
1 Page Premium Profile	N/A	\$2,611
Full Page	\$1,389	\$1,931
1/2 Page	\$1,097	\$1,521
1/3 Page	\$798	\$1,045
1/4 Page	\$606	\$789
Strip Ad	\$486	\$666
1/8 Page	\$356	\$501
Product Ad	\$216	\$298
Logo	\$88	\$175

Newsletter	1x	6x	12x
Top Position with Image	\$400	\$2,040	\$3,600
1 of 3 Positions with Image	\$250	\$1,275	\$2,250
News Item	\$150	\$765	\$1,350
Banner (300 x 250)	\$300	\$1,530	\$2,700
Banner (468 x 60)	\$250	\$1,275	\$2,250

Custom Email Campaign \$500

All rates are at net cost.



258 Southhall Lane  
Suite 300  
Maitland, FL 32751  
Fax: 877-735-2056

## Mechanical Requirements

### Display Ad Sizes (width x height)

2 Page Premium Profile	14" x 10" with 1/4 bleed
1 Page Premium Profile	7" x 10" with 1/4 bleed
Full Page	6" x 9"
1/2 Page	6" x 4"
1/3 Page	6" x 3"
1/4 Page	4" x 3-1/2"
Strip Ad	6" x 1-3/4"
1/8 Page	4" x 1-3/4"
Product Ad	1-7/8" x 2"

### Digital Requirements

File Setup: We prefer ads as PDFs at 300 dpi. All color files must be CMYK. We also accept .EPS, .AI, .TIF, .PSD, Adobe Illustrator, Adobe Photoshop, Microsoft Office and Vector based files at 300 dpi. Save artwork created in Illustrator as an EPS file. Create outlines for all fonts, or include those fonts with your document support files. Please include all supporting documents, artwork imported into your file, and copies of all typefaces, including those used in the EPS files. Operating System Support: PC. Please send artwork on CD to: 258 Southhall Lane, Suite 300, Maitland, FL 32751, or email it to [art@davisonpublishing.com](mailto:art@davisonpublishing.com).

Listings Include: Company name, address and phone  
Publication Date: anticipated release of 2014-15 edition is October 2014.

### Website Banner Specs

- Accepted banner formats: JPEG, GIF, THIRD PARTY TAGS, or FLASH.
- JPEG and GIF files must be below 45K.
- FLASH: SWF file must be below 150K. All Flash banners must have the clickthrough link "clickTAG" (case sensitive) embedded on the topmost layer. Include the source .FLA file, any unusual fonts, and a backup animated GIF (for browsers that are not Flash-enabled)
- We accept third party coding. The tags must be in a zipped Text or Excel to ensure no coding is stripped while being transferred. Please include detailed instructions on where to put click macros and cachebusting macros within your tags.
- Banners are served by Google DoubleClick for Publishers.
- Advertiser must include clickthrough URL that the banner should link to.
- Ad materials should be submitted to [art@davisonpublishing.com](mailto:art@davisonpublishing.com).

### Email Banner Specs

- Ads may be in the following formats: JPEG, GIF. Please note some email clients do not support animated GIFs.
- All ad files must be under 45 KB.
- Advertiser must include the clickthrough URL the ad should link to and optional alt text.
- Ad materials should be submitted to the salesperson and/or to [art@davisonpublishing.com](mailto:art@davisonpublishing.com)

For Advertising Sales, contact:

#### Jeff Barkin

Account Manager  
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Phone: 407-562-5362

#### Gigi Fontenot

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