



Handmade Tile Association
 34 Thirteenth Ave NE
 Minneapolis, MN 55413
 612-781-6409
www.handmadetileassociation.org

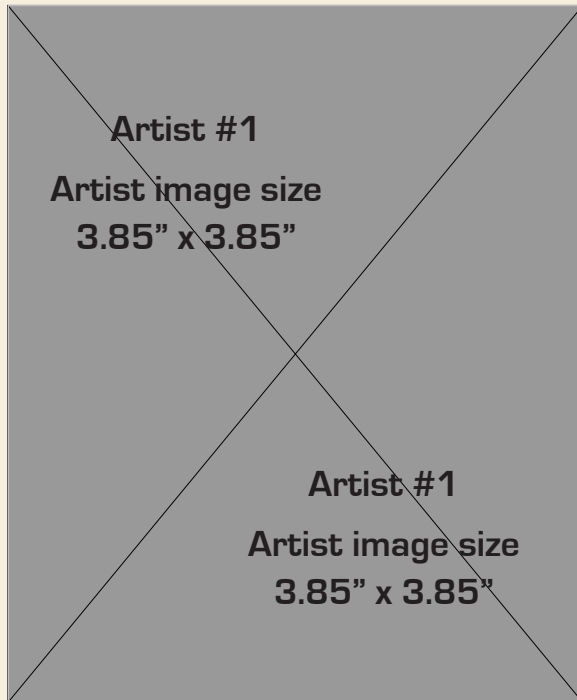
Advertising Rates for 2015 - 16th Year Edition Deadline: October 15, 2014

10,000 directories are printed and distributed each year!

For Artists

Be a Discovered American Tile Artist
 The directory of handmade tile and mosaic artists

Sample half-page layout



**Artist Advertising in the
 2014 Handmade Tile Association Directory**

	Rates			
	Non-Member	Business Member	Super Friend Member	A la carte
Print only [1/2-page listing: image & 80 words of text]	\$225	\$202.50	\$171.25	\$215
Print & web combo [1/2-page listing plus web link]	\$350	\$315	\$297.50	-
Web only	-	-	-	\$120

Save \$100 if you do 5 hours volunteering and developing the HTA in your area each year. Call for more details. All 5-hour volunteering must be done before the October 18, 2013 deadline.

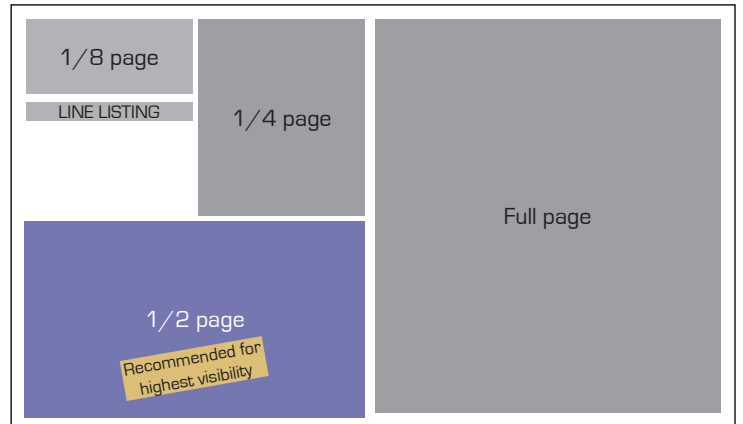
Note: HTA members receive a 10% discount on above rates. Super Friends can take 15% off above rates. Membership forms can also be found on the website: www.handmadetileassociation.org

You must be a tile or mosaic artist to be listed in this section.

For Resource Listings

The full-color directory of handmade tile resources in the United States

Display ads all in full color. Sample two-page spread layout.



Resource Advertising in the 2014 Handmade Tile Association Directory

Size (width x height, in.)	Ad Dimensions	Rates	
		Non-Member	HTA Member
Line listing & web link	-	\$ 99	\$ 89.10
3.25 x 1.9	1/8 page	\$ 179	\$ 161.10
3.18 x 3.87	1/4 page	\$ 299	\$ 269.10
6.60 x 3.87	1/2 page (horizontal)	\$ 599	\$ 539.10
3.18 x 7.8	1/2 page (vertical)	\$ 599	\$ 539.10
6.8x 8.3	Full page	\$ 999	\$ 899.10
6.8 x 8.3	Inside cover (front & back)	\$1299	\$1169.10
6.8 x 8.5	Back cover	\$1800	\$1620
Web only advertising	-	\$ 120	\$ 108
Print only advertising	-	\$ 225	\$202.50

If you write an article for the website, you can qualify for a free year on www.handmadetileassociation.org. Contact HTA for more information.

Note: HTA members receive a 10% discount on above rates. All display ads receive free line listing and web link. Membership forms can also be found on the website: www.handmadetileassociation.org

Are you an artist with more than one product or service?
(For example, a tile artist who is also a tile setter.)
Think about adding a resource ad to your directory ad.



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Advertising Rates for 2015 - 16th Year Edition (contid.)

How to Advertise in the 2014 Handmade Tile Association Directory

Deadlines

We must receive the ad and payment by **Friday, October 15, 2014.**

Late Ads

Ads received after October 18 will be considered late. A \$45 late fee will be charged for ads received between October 18 and October 31. **This will be strictly enforced.**

Computer Information

The HTA directory is PC based. You can send your ad by e-mail or by mailing a CD. The HTA creates the directory in Adobe Creative Suite 4. We will send an e-proof (or PDF) for each ad. You're invited to attend the proofing party (date to be announced).

Images

Size (width x height): 3.85 x 3.85 inches. All images should be in CMYK format at 300 dpi. Please send as a JPEG or PDF.

Text

Please submit text separately in either an e-mail or a Microsoft Word document. In 80 words or less, describe your art, company or services in 10 point type. Refer to the 2014 HTA directory for ideas of how you would like to craft your description.

Remember, less is more! Be sure your ad tells the who, what, where and why.

Artists: Consider using photos of projects or of your tile art in its environment.

Directory Line Listing and Web Link

We will list the name of company/organization, phone number and web address.

Categories: tile setter, tile showrooms, galleries, web services, organization, material supplier, classes/education, design services, architect, legal services, photographic services, mosaic suppliers, designer.

If you do not fit any of these, call the HTA and we will create a new category.

Need Design Help?

Don't have time to create an ad or don't have the software? For \$100 the HTA can make one for you. Contact us for more information.

Where to Send Ads and Payment

Fill out the registration form and send in with CD or send both form, text and images by e-mail. Checks should be sent and made payable to:

Handmade Tile Association
34 13th Avenue NE
Minneapolis, MN 55413

Payment is due with ad copy.

Questions?

Call Josh Blanc at 612-781-6409 or send an e-mail to info@handmadetileassociation.org

Why Advertise in the HTA Directory?

Increased Web Presence

The website www.handmadetileassociation.org is on the first page of dozens of keyword searches.

Member Benefits

1. Monthly newsletter which highlights members' events and work.
2. Featured on Spotlight for Artists.
3. Get daily posts on Facebook page of artists' newest work and events.
4. Get great referrals to your own website.
5. A directory to distribute to the right people looking for one-of-a-kind tiles.

"The directory and web site are great ways to get your information out to customers... looking for...handmade tile. The directory is a beautiful publication and a great tool to open conversation with potential customers. These days people...sit and search, and the web site offers an easy way to access information about some of the most accomplished tile artists in the U.S."

Wendy Penta
Stone Hollow Tile



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Registration Form for 2015 Directory and Advertising

Deadline: October 15, 2014

Company Name: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Website: _____

What category (ies) would you like to be listed under?

Please review either the HTA directory or website.

If you do not see a category that fits you, we will make one for you.

I am a current member; here is my member #: _____
 (If you lost your number, please contact HTA.)

I would like to get a membership and start saving.

- \$25 Friend Membership (no discounts, just a friend of HTA)
- \$35 Business Membership (10% discount on advertising)
- \$50 Super Friend Membership (15% discount on advertising)
- Spotlight on Artist Feature (only \$35)

Pick a month where you would like your work to be featured:

We have 36 spots for artists and 24 spots for tile-related businesses.

Please run my same ad as last year (resource advertising only)

I am sending a new ad (recommended)

Size (width x height, inches) Print display ads get free web link	Ad Dimensions	Rates				List Your Rate
		Non-Member	Business Member	Super Friend Member	A La Carte	
Line listing & web link	-	\$ 99	\$ 89.10	\$ 84.15	-	\$
3.25 x 1.9	1/8 page	\$ 179	\$ 161.10	\$ 152.15	-	\$
3.18 x 3.87	1/4 page	\$ 299	\$ 269.10	\$ 254.15	-	\$
6.60 x 3.87	1/2 page (horizontal)	\$ 599	\$ 539.10	\$ 509.15	-	\$
6.60 x 3.87	1/2 page (vertical)	\$ 599	\$ 539.10	\$ 509.15	-	\$
6.8 x 8.3	Full page	\$ 999	\$ 899.10	\$ 849.15	-	\$
6.8 x 8.3	Inside cover (front or back)	\$1299	\$1169.10	\$1104.15	-	\$
7 x 8.5 full bleed	Back cover	\$1800	\$1620.10	\$1530.15	-	\$
Web only advertising	-	\$ 120	\$ 108	\$ 102	-	\$

Artist Only Section—In this section, restrictions apply. Please refer to artist ad information.

Print only: 3.85 x 3.85 image size, text 80 words	1/2 page (horizontal)	\$ 225	\$ 202.50	\$ 171.25	\$215	\$
Web only advertising	-	-	-	-	\$120	\$
Print & web combo: image, text & web link	1/2 page (horizontal)	\$ 350	\$ 315	\$ 297.50	-	\$
Spotlight Artist Feature	-	\$ 35	\$ 31.50	\$ 29.75	-	\$
If you did 5 hours of HTA volunteering in 2013	-	-	-	-	-	-\$100

Send to: Handmade Tile Association
 Attn: Josh Blanc
 34 Thirteenth Ave. NE, Suite 109
 Minneapolis, MN 55413

Add or renew membership \$25, \$35, \$50	\$
Total	\$

Questions? Contact Josh Blanc
 josh@handmadetileassociation.org
 612-789-6409

Payment is due with copy.
 Check and cash only.
 Please do not send cash in the mail.