



NTEA'S Media Solutions:

Your Connection to the Work Truck Industry

Through its affordable marketing and communication efforts, NTEA's media solutions reach and connect companies who manufacture, distribute, install, sell and repair commercial trucks and truck equipment.

NTEA News

Reach 8,000 industry professionals by advertising in *NTEA News*, a four-color, award-winning monthly publication designed to provide member, industry and Association news vital in the operation and improvement of the commercial truck business. Act quickly — advertising space is limited!



Special Editions

Be sure to secure your placement in the September–April issues of *NTEA News*. These expanded issues feature Work Truck Show editorial coverage as well as exhibitor New Product Spotlight listings. January and February are dedicated, widely-read, pre-show issues. As an added benefit, the NTEA will circulate the January issue to more than 7,000 Work Truck Show attendees from across the country! The April issue features a wrap-up of the event that has grown in attendance, exhibitors and media coverage year after year.

NTEA.com

Advertising on the award-winning NTEA.com is a unique opportunity to reach body builders, specifiers, fleet purchasers, end-users and industry suppliers. The newly redesigned site offers easier navigation and is the first place work truck professionals turn for a wide range of business-to-business needs. When truck buyers look for answers at NTEA.com, make sure they find your company's solutions.



NTEA Insider

The NTEA's bi-monthly e-newsletter highlights member news; new retail truck sales numbers; legislative and regulatory briefs; as well as the latest industry and Association news. This timely media resource features news items that are linked back to NTEA.com.



NTEA Market Resource Guide

The *NTEA Market Resource Guide* reaches 8,000 qualified industry decision-makers and is the industry's most comprehensive, easy-to-use annual buyer's guide featuring detailed company information cross-referenced geographically and by products/services. The *Guide* also features a special truck market economic forecasting section.

