

“The NTEA is one central source of information for the industry. My personal library.”

Sammy Osbourn, VP/General Manager, MATECO Truck Equipment, Houston, TX

Site Profile

The NTEA's newly redesigned Web site is a 24/7 extension of the Association that acts as the “hub” for the \$101 billion work truck and trailer industry. Updated daily, NTEA.com offers news and information, including a library of technical articles and resources, market research and data, the latest legislative and regulatory issues, and much more. The site also promotes professional growth and the development of skills, as well as broadening of communication within the industry.

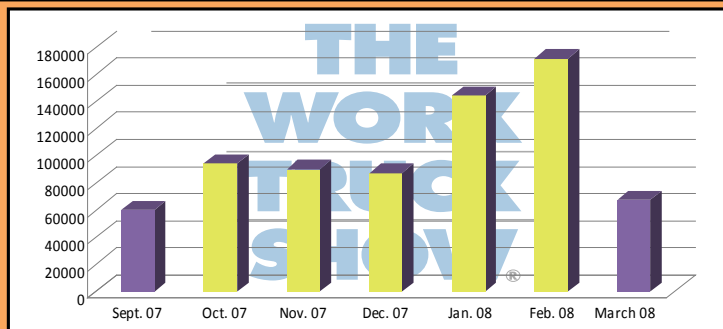


Home Page

Ad Property	Unit Size	Placement	Rates
Full-width Footer	468x50	1 Rotational Banner at Footer of All Pages Except Work Truck Show (Limited to three advertisers)	\$500 per month 3-month minimum rotation
Half-width Footer	234x50	1 Rotational Banner at Footer of All Pages Except Work Truck Show (Limited to six advertisers)	\$250 per month 3-month minimum rotation
Column	180x148	1 Rotational Column Ad on the Right Side of All Pages except Work Truck Show (Limited to three advertisers)	\$300 per month 3-month minimum rotation

NTEA.com Total Site Traffic 2008*

*Traffic Spikes October Thru March Attributable to The Work Truck Show



Average daily page visits by unique visitors is 1,823.

QUESTIONS? Contact NTEA Senior Sales Manager Kathy Swartzentover at 1-800-441-NTEA, ext. 108, or e-mail kathy@ntea.com. Sign and return the enclosed contracts to secure your advertising space.



2009 Marketing Resources Kit & Media Advertising Rates

Advertising Contract & Space Reservation Form

Obtain the highest level of visibility and impact by advertising in NTEA.com.

NTEA.com Advertising

Company Contact _____

Company Name _____

Address _____

City/State/ZIP _____

Phone _____ Fax _____

Contact E-mail _____

Web Address _____

Advertising Contact (leave blank if same as company contact) _____

Advertising Agency/Company Name _____

Address _____

City/State/ZIP _____

Contact E-mail _____

Phone _____ Fax _____

Contact Signature _____



Instructions

Use this form to secure advertising space on NTEA.com. All terms and conditions apply as described on this form. A signature is required and binding. Return signed form by mail to:

National Truck Equipment Association

37400 Hills Tech Drive
Farmington Hills, MI 48331-3414
1-800-441-NTEA
info@ntea.com • www.ntea.com

Payment Information

All Web advertising and any associated creative services must be prepaid. Make checks payable to National Truck Equipment Association. VISA, MasterCard and American Express accepted.

Questions?

Contact Kathy Swartzentover, NTEA senior sales manager, at 1-800-441-NTEA (ext. 108), or e-mail kathy@ntea.com.

Advertising on NTEA.com

Yes! Please reserve the ad property checked at right.

Total due: \$ _____
See rate schedule on reverse.

Ad Property	# of Months	Beginning Month
Full-width Footer 3-month minimum rotation		
Half-width Footer 3-month minimum rotation		
Column 3-month minimum rotation		

Pending receipt of payment and materials.
The Work Truck Show Section is limited to one sponsor advertiser.

Terms and Conditions

Copyright © 2009 National Truck Equipment Association. All rights reserved. While every effort is made to provide accurate information, the NTEA disclaims all warranties, expressed or implied, with respect to the information contained herein. The NTEA maintains the first right of refusal on any advertising deemed inappropriate or not within the quality standards of the NTEA and its Web site. The NTEA is not responsible for content, information or claims (expressed or implied) made by advertisers. All advertising sales are subject to space availability and the discretion of the Web publisher. Payment on advertising must be made in advance of any posting(s). Advertiser agrees by signing this *Advertising & Space Reservation Form* to provide advertising materials by the deadline specified by the Web publisher. Absolutely no refunds will be granted to advertisers failing to provide advertising materials for reserved banner advertising. The NTEA reserves the right to reallocate reserved space if advertising materials are not provided by the Web publisher's specified deadline. The NTEA is not responsible for retaining advertising materials beyond one year of posting.

37400 Hills Tech Drive, Farmington Hills, MI 48331-3414 • 1-800-441-NTEA • (248) 489-7090 • FAX (248) 489-8590
info@ntea.com • www.ntea.com

See reverse for specifications and rates. ►

NTEA.com Advertising Specifications and Rates

Advertising Material Requirements

- All advertising will be posted on the site the first day of the month designated per the advertiser's signed contract and will remain on the site for the purchased number of months.
 - The NTEA recommends artwork include advertiser branding (i.e., company name, product name or logo).
 - All advertising must be accompanied by a technical contact name and phone number.
 - All artwork must be accompanied by a valid URL with which to link.
 - Completed footers and columns must be delivered to the NTEA at least five business days before insertion date.
 - The NTEA may at its sole discretion reject or cancel any advertisement at any time. In the event of cancellation on the part of the NTEA, advertisers will be billed for all completed advertising to-date.
 - All advertising contracts must be signed before advertising is posted to the site.
 - Limited footer and column ad design/creative services are available through the NTEA at \$100 per hour. A one-hour minimum applies.
- Discounts available for multi-month purchases.** Advertise in *NTEA News* or the *Market Resource Guide* and save on NTEA.com advertising! Call NTEA Senior Sales Manager Kathy Swartzentover at 1-800-441-NTEA (6832), ext. 108, or e-mail kathy@ntea.com for more information.

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Specifications



Full-width Footer

- Dimensions: 468 pixels wide by 50 pixels high
- Maximum file size: 20K
- GIF (animation of two images allowed)

Half-width Footer

- Dimensions: 234 pixels wide by 50 pixels high
- Maximum file size: 20K
- GIF (animation of two images allowed)

Column

- Dimensions: 180 pixels wide by 148 pixels high
- Maximum file size: 20K
- GIF (animation of two images allowed)