

## Rated the Top Industry Newsletter for FIVE Consecutive Years!

“NTEA News has given us valuable ‘heads up’ information in regards to upcoming trends and needs. This has allowed us to gear up ahead of ‘the rush,’ which has proven to be a valuable aid, especially in the current economy.”

Blake Newell, Sales Coordinator, Cobalt Truck Equipment, Nampa, ID



### Editorial Profile

NTEA News is a full-color award-winning monthly publication which provides member, industry and Association news vital to commercial truck equipment businesses.

Call the NTEA at 1-800-441-NTEA (6832) or visit NTEA.com for an editorial calendar, special features and bonus circulation details.

### Special Editions

Be sure to secure your placement in the **September–April** issues of NTEA News. These issues feature extensive Work Truck Show editorial coverage as well as exhibitor *New Product Spotlight* listings. **December, February and February** are dedicated pre-show issues. The NTEA circulates the February issue to Work Truck Show attendees! **April** features a wrap-up of the event.

### Display Advertising Opportunities

Reach the pre-qualified target audience of NTEA Distributor, Manufacturer and Associate members through quarter-page, half-page, two-thirds page or full-page four-color display advertising.

### Reader Profile

The NTEA News is distributed monthly to nearly 7,000 professionals in the work truck and trailer industry.

Mirroring NTEA's membership, the primary readership of NTEA News is composed of:

#### Percentage of Readership by Functional Title

Engineering	10.26%
Executive Management (Owner/CEO/GM)	36.95%
Finance/Accounting	0.76%
Fleet Management/Truck Buyer	1.68%
Human Resources	0.15%
Information Technology	0.16%
Marketing	6.10%
Other	4.56%
Purchasing	0.57%
Quality Assurance	1.85%
Sales	20.90%
Shop/Parts/Service	15.90%

Trade media representatives also receive NTEA News.

### Advertising Rates

Ad Size	Dimensions	4-Color
1/4 Standard Page	3.625" x 4.75"	\$ 575
1/2 Standard Page (V)	3.625" x 9.50"	\$ 825
1/2 Standard Page (H)	7.5" x 5.0"	\$ 825
2/3 Standard Page	5.50" x 8.50"	\$ 950
Full Page	10.875" x 14.50" with 1/4" for bleeds (11.375" x 15")	\$1,200
Inside Back Cover	10.875" x 14.50" with 1/4" for bleeds (11.375" x 15")	\$1,775
Outside Back Cover	10.875" x 14.50" with 1/4" for bleeds (11.375" x 15")	\$1,975

**Nonmembers: Add 35% to above rates.**

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



# Advertising Contract & Space Reservation Form

Reach 7,000 work truck industry professionals through this monthly award-winning newsletter.

## NTEA News Display 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 \_\_\_\_\_

**Yes!** Please reserve the ad space(s) checked at right (see reverse for ad dimensions and specifications) for the following months:

- |                                     |                                     |
|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> Dec. 2009  | <input type="checkbox"/> July 2010  |
| <input type="checkbox"/> Jan. 2010  | <input type="checkbox"/> Aug. 2010  |
| <input type="checkbox"/> Feb. 2010  | <input type="checkbox"/> Sept. 2010 |
| <input type="checkbox"/> March 2010 | <input type="checkbox"/> Oct. 2010  |
| <input type="checkbox"/> April 2010 | <input type="checkbox"/> Nov. 2010  |
| <input type="checkbox"/> May 2010   | <input type="checkbox"/> Dec. 2010  |
| <input type="checkbox"/> June 2010  |                                     |

**Total due: \$** \_\_\_\_\_  
 See rate schedule on reverse.

NTEA News	
	<b>4-C</b>
<b>Full Page</b>	
<b>Back Cover</b>	
<b>Inside Back Cover</b>	
<b>Half Page, Horiz.</b>	
<b>Half Page, Vert.</b>	
<b>Two-third Page</b>	
<b>Quarter Page</b>	



### Instructions

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

**National Truck Equipment Association**  
 37400 Hills Tech Drive  
 Farmington Hills, MI 48331-3414  
 (248) 489-7090  
 FAX (248) 489-8590  
 info@ntea.com • www.ntea.com

### Payment Information

Payment on display advertising is due 30 days from invoice. 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.

### Terms and Conditions

Copyright © 2010 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 publications. 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 publisher. Payment on advertising must be made within 30 days of invoice. Advertiser agrees by signing this *Advertising Contract & Space Reservation Form* to provide advertising materials by the deadline specified by the publisher. Absolutely no refunds will be granted to advertisers failing to provide advertising materials for reserved space. The NTEA reserves the right to reallocate reserved space if advertising materials are not provided by the publisher's specified deadline. The NTEA is not responsible for retaining advertising materials beyond one year of publication. Cancellation within 30 days of material due date will carry a 50% cancel fee.

National Truck Equipment Association • 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. ►

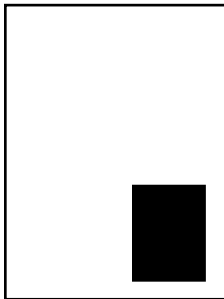
# NTEA News Specifications and Rates

## Advertising Rates

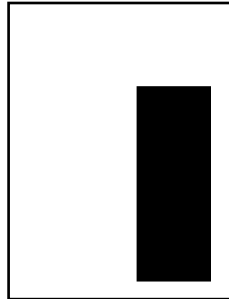
Members:

Ad Size	Dimensions	4-Color
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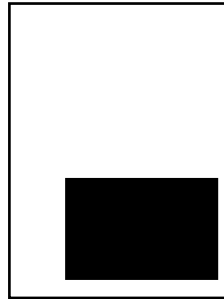
Nonmembers: Add 35% to above rates.



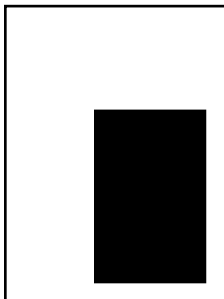
1/4 standard  
(3.625 x 4.75)



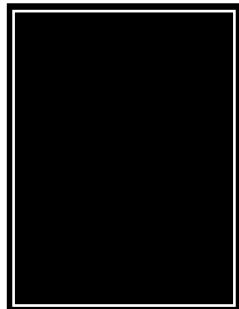
1/2 standard (V)  
(3.625 x 9.50)



1/2 standard (H)  
(7.5 x 5.0)



2/3 standard  
(5.50 x 8.50)



full page  
(10.875 x 14.50)  
with 1/4 bleeds = 11.375 x 15

## Specifications

**Trim Size:** 10.875" x 14.50"

**Finishing:** Saddle-stitched

**Stock:** Alternative Offset

## Materials Deadline

Ad materials due the 1st of the month prior to the month of publication.

## Payment Information

**Agency Commission:** 15% of gross billing to recognized agencies when payment is received within 30 days of invoice.

Make checks payable to NTEA. VISA, MasterCard and American Express accepted.

**Early Bird Discounts:** N/A

## Advertising Material Requirements

**Four Color:** Electronic files required. Submit high resolution electronic files as 300-dpi PDF or EPS format (files produced using Illustrator or other vector-based graphics program preferable).

- No copied or second-generation ad reproductions will be accepted for print.
- Files that do not follow these guidelines will be returned for correction.
- Typesetting and design/creative services are available through the NTEA at \$100 per hour (one-hour minimum).
- The NTEA is not responsible for retaining ad materials beyond one year of publication.
- Screens: 120-line minimum
- The NTEA has the right to refuse any advertisement it deems inappropriate or unacceptable.
- The NTEA in no way endorses the products or services promoted in advertisements.

**Return the contract today or call NTEA Senior Sales Manager Kathy Swartzentover at 1-800-441-NTEA, ext. 108, or e-mail [kathy@ntea.com](mailto:kathy@ntea.com).**