Advertising Contract & Space Reservation Form

Help drive your sales efforts to qualified leads and target more than
23,100 professionals in the work truck industry.

NTEA Insider
(Electronic Newsletter)

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 _____

Phone _____ Fax _____

Contact E-mail _____

Contact Signature _____

The *NTEA Insider* is published twice monthly.
$1,600 per month (see rates for January, February, April and December)*

- ❒ **January 2012 ($2,200)***
- ❒ **February 2012 ($2,200)***
- ❒ **March 2012**
- ❒ **April 2012 ($2,200)***
- ❒ **May 2012**
- ❒ **June 2012**
- ❒ **July 2012**
- ❒ **August 2012**
- ❒ **September 2012**
- ❒ **October 2012**
- ❒ **November 2012**
- ❒ **December 2012 ($2,200)***

Total due: $_____

Frequency rate of six or more months – $1,300 per month
DOES NOT INCLUDE special issues – January, February, April and December

Net Rates

NTEA
THE ASSOCIATION FOR THE WORK TRUCK INDUSTRY

Instructions

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

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

Payment Information

All *NTEA Insider* 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 NTEA Director of Sales & Services Kathy Swartzentrover at 1-800-441-6832, ext. 108 or e-mail kathy@ntea.com.

Terms and Conditions

Copyright © 2011 NTEA. 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. 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 NTEA. Payment on advertising must be made in advance of any advertising. Advertiser agrees by signing this *Advertising Contract & Space Reservation Form* to provide advertising materials by the deadline specified by the NTEA. Absolutely no refunds will be granted to advertisers failing to provide advertising materials for reserved *NTEA Insider* advertising. The NTEA reserves the right to reallocate reserved space if advertising materials are not provided by the NTEA-specified deadline. The NTEA is not responsible for retaining advertising materials beyond one year of posting.

See reverse for specifications. ▶

Sponsor the NTEA Insider

Sponsorship of NTEA's bi-monthly industry e-newsletter includes one banner advertisement and one tile advertisement per edition.

Advertising Specifications and Rates

Limited to one advertiser per issue of the *NTEA Insider.* Advertisement includes:

Tile: 156 x 170 pixels (appears at top left area of *Insider* under the masthead)

Banner: 431 x 103 pixels (appears after the first story in the main body of the *Insider*)

Specifications

Tile Advertisement
156 x 170 pixels (appears at top left area of *Insider* under the masthead)

Banner Advertisement
365 x 96 pixels (appears after the first story in the main body of the *Insider*)

Advertising Material Requirements

Advertisements are awarded on a first-come, first-served basis. Advertisers will be given the first right of refusal for the following year. The NTEA reserves the right to approve and assign all advertisements.

- 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 should be accompanied by a valid URL with which to link.
- Completed electronic files of banners and tiles saved as GIF must be delivered to the NTEA at least 30 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 placed in the *NTEA Insider.*
- Limited banner and tile ad design/creative services are available through the NTEA at $100 per hour. A one-hour minimum applies.
- Files should be posted on NTEA's FTP site. Contact NTEA for FTP information.

Return the contract today or call NTEA Director of Sales & Services Kathy Swartzentrover at 1-800-441-6832, ext. 108, or e-mail kathy@ntea.com.