

# 2025 Advertising contract and space reservation form

## GTA Insider (e-newsletter)

Company name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Advertising contact \_\_\_\_\_ Title \_\_\_\_\_

Contact email \_\_\_\_\_ Phone \_\_\_\_\_

IO \_\_\_\_\_

Contact signature \_\_\_\_\_ Date \_\_\_\_\_

Advertising agency/Company name (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Agency contact \_\_\_\_\_

Agency contact email \_\_\_\_\_ Phone \_\_\_\_\_

☐ Bill advertiser ☐ Bill agency

Contact signature \_\_\_\_\_ Date \_\_\_\_\_



### Instructions

Use this form to secure advertising space. All terms and conditions apply as described on this form. A signature is required and binding.

**Return signed form to**  
**Ryan Barth**

### Payment information

All advertising payments are due 30 days from invoice. Accepted forms of payment: checks made payable to NTEA, credit card (surcharge applies) or electronic funds transfer (ACH/wire).

### Questions?

Contact Ryan Barth, CMP,  
NTEA director of sales, at  
317-525-9275 or **Ryan Barth**.



## 2025 GTA Insider advertising specifications and rates

☐ **Yes.** Please reserve the ad property selected below.

Ad property	Dimensions	Placement	Monthly rates
Tile advertisement	155 by 250 pixels	Top left area under the masthead	\$350 member \$675 nonmember 3-month minimum rotation
Banner advertisement	600 by 100 pixels	Appears after the first story in main body or middle of main body	\$350 member \$675 nonmember 3-month minimum rotation
Anchor banner	600 by 100 pixels	Anchors the main body	\$300 member \$600 nonmember 3-month minimum rotation

Ad property	# of months	Beginning month
Tile advertisement		
Banner advertisement		
Anchor banner		

Ads must be submitted in JPG or GIF format. Animation of two images is allowed.

Net rates

**Total due: \$** \_\_\_\_\_

## NTEA advertising terms and conditions

Copyright © 2025 NTEA. All rights reserved. While every effort is made to provide accurate information, NTEA disclaims all warranties, expressed or implied, with respect to the information contained herein. NTEA maintains first right of refusal on any advertising deemed inappropriate or not within its quality standards and publications. NTEA is not responsible for content, information or claims (expressed or implied) made by advertisers. All advertising sales are subject to space availability and discretion of publisher. Payment on advertising invoices is net 30 days. Past-due invoices may postpone future ad placements, upon review. By signing this advertising contract and space reservation form, advertiser agrees to provide content by the deadline specified by NTEA. Advertiser will be assessed with a late material fee of 25% of ad rate for artwork received five or more days after the deadline. No refunds will be granted to advertisers failing to provide advertising materials for reserved space. NTEA reserves the right to reallocate reserved space if advertising materials are not provided by the specified deadline. 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% fee. Cancellations must be submitted in writing and will not be accepted after the published ad closing.

NTEA use only	
Total	_____
Approved	_____
Date	_____

By signing this Contract, you (1) represent you have reviewed the entire document (front and back), (2) agree to all the terms and conditions on the front and back of this Contract, and (3) represent you are authorized to enter into this Agreement. To the maximum extent permitted by applicable law, a faxed, scanned or electronic signature shall be treated as an original signature.

For specifications. ►

Please send completed form to **Ryan Barth**.

**greentruckassociation.com**

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## Moving the industry forward

## Specifications

### GTA Insider advertising opportunities include


**Tile:** 155 by 250 pixels (appears at top left area of GTA Insider under the masthead)

**Banner:** 600 by 100 pixels (appears after the first story in main body)

**Tile advertisement**  
155 by 250 pixels  
(appears at the  
top left area  
under the  
masthead)

**Banner advertisement**  
600 by 100 pixels  
(appears after the  
first story in the  
main body)

**Anchor banner**  
600 by 100 pixels  
(anchors the main  
body)



**Sept. 4, 2024**

**Tile ad**

Advertisement

**BrightDrop electric commercial vans to join Chevrolet**

General Motors is moving its BrightDrop electric commercial vans under the Chevrolet brand. The shift brings BrightDrop EVs to Chevrolet's broad commercial vehicle sales and service dealer network. Adding BrightDrop's electric vans to the expanding Chevrolet EV portfolio will give BrightDrop customers access to one of the industry's largest and most extensive commercial sales and service networks and enhances brand growth opportunities. All Chevrolet dealers will have the opportunity to sell BrightDrop vans if they meet certain commercial EV requirements. [Learn more](#)

**Middle banner**

Advertisement

**Cummins selects Allison's Test Center for advanced power-train testing**

Allison Transmission announced that Cummins Inc. has selected Allison's Vehicle Electrification + Environmental Test Center to conduct a series of tests on multiple trucks equipped with Cummins' powertrains.


**FULL STORY**

**Attention GTA members: RSVP for GTA Membership Meeting on Oct. 14**

All GTA members are cordially invited to the GTA Membership Meeting, an exclusive event coinciding with the highly anticipated [Commercial Vehicle Uplifting Summit](#). Join us, alongside NTEA and members of the Green Truck Association Steering Committee, for a collaborative discussion on the current state of advanced fuels and electric vehicles in the commercial space, economic influences and fleet perspectives on real-life applications of emissions-lowering technologies.

**Anchor banner**

Advertisement



### Advertising material requirements

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

- GTA 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 web link.
- Completed electronic files of banners and tiles saved as GIF, JPG or PNG must be delivered to GTA at least five business days before insertion date.
- Advertiser will be assessed with a late material fee of 25% of ad rate for artwork received five or more days past deadline.
- GTA may, at its sole discretion, reject or cancel any advertisement at any time. In the event of cancellation by GTA, advertisers will be billed for all completed advertising to-date.
- All advertising contracts must be signed before advertising is placed in GTA Insider.
- Limited banner and tile ad design/creative services are available through GTA at \$100 per hour. A one-hour minimum applies.

Contact **Ryan Barth, CMP**,  
NTEA director of sales, at  
317-525-9275.