

# 2025 Advertising contract and space reservation form

## NTEA Fleet 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](#).

☐ **Yes.** Please reserve the ad space(s) checked below (see reverse for ad dimensions and specifications) for the following months:

#### 2025 ad selection

- |                                   |                                 |                                    |   |
|-----------------------------------|---------------------------------|------------------------------------|---|
| <input type="checkbox"/> January  | <input type="checkbox"/> May    | <input type="checkbox"/> September | <input type="checkbox"/> Top Banner – \$550 (Member) \$800 (Nonmember) _____    |
| <input type="checkbox"/> February | <input type="checkbox"/> June   | <input type="checkbox"/> October   | <input type="checkbox"/> Middle Banner – \$500 (Member) \$750 (Nonmember) _____ |
| <input type="checkbox"/> March    | <input type="checkbox"/> July   | <input type="checkbox"/> November  | <input type="checkbox"/> Bottom Banner – \$450 (Member) \$650 (Nonmember) _____ |
| <input type="checkbox"/> April    | <input type="checkbox"/> August | <input type="checkbox"/> December  |   |

**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](#).

[ntea.com/advertising](https://ntea.com/advertising)

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# Fleet Insider

This monthly industry newsletter includes three banners and one tile ad per edition.

## Specifications



September 2024

### Top Banner

Advertisement

#### Welcome to the inaugural edition of Fleet Insider

As the commercial vehicle landscape evolves, so must we. Fleet Affiliation has been a valuable resource for over a decade. We have taken its best elements and incorporated them into the new Fleet Insider to provide you with the most timely and relevant information on current products, solutions and events essential to your fleet's success.

#### Data matters

We all know that data is fundamental to making informed decisions. Periodically, we will ask brief questions focused on issues within the commercial vehicle market. The feedback we receive will be compiled and shared with the industry in this publication. Some of the best insights come directly from the field, from professionals like you.

It is essential to submit your questions, concerns and creative solutions. While we may not be able to address every issue in this brief, your input will help advance the industry, highlight design and regulatory challenges, and improve operations across the commercial vehicle market.

### Middle Banner

Advertisement

#### Backup alarms are crucial. So, are backup alarms mandated for truck fleets?

While nothing is completely straightforward, we can try to provide some insight. To answer the question of whether backup alarms are mandated for your truck fleet, the answer is both yes and no. Under the Federal Motor Vehicle Safety Standards, backup alarms are not required on commercial vehicles. However, under the Occupational Safety and Health Administration (OSHA), backup alarms are required if there is no one to guide the vehicle while it is backing up.

In summary, depending on the regulating authority and the situation, backup alarms may be required. As a final thought, ask yourself: Will this commercial vehicle be backing up without a guide? Answering that question should help provide a clearer path forward.

#### Government Regulations & Advocacy

NTEA's [Green Truck Association](#) (GTA) is requesting your input on how it can best serve the industry with a short two-question survey. This information will help the organization tailor its resources to meet the evolving needs of the commercial vehicle market. Please take a minute or two to complete this quick survey – your feedback is greatly appreciated.

[TAKE SURVEY](#)

### Bottom Banner

Advertisement



NTEA | 37400 Hills Tech Drive, Farmington Hills, MI 48331

[info@ntea.com](mailto:info@ntea.com)

[Manage email preferences](#)

#### Top Banner

600 by 100 pixels

\$550 (Member)

\$800 (Nonmember)

*appears before the first story in the main body of Fleet Insider*

#### Middle Banner

600 by 100 pixels

\$500 (Member)

\$750 (Nonmember)

*appears in the middle of the body of Fleet Insider*

#### Bottom Banner

600 by 100 pixels

\$450 (Member)

\$650 (Nonmember)

*appears at the bottom of the body of Fleet Insider*

### Advertising material requirements

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

- 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 web link.
- Completed electronic files of banners and tiles saved as GIF, JPG or PNG must be delivered to NTEA 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 after the deadline.
- NTEA may, at its sole discretion, reject or cancel any advertisement at any time. In the event of cancellation by NTEA, advertisers will be billed for all completed advertising to-date.
- All advertising contracts must be signed before advertising is placed in Fleet Affiliation.
- Limited banner and tile ad design/creative services are available through NTEA at \$100 per hour. A one-hour minimum applies.

**Return the contract today or contact NTEA Director of Sales Ryan Barth, CMP, at 317-525-9275.**

**NTEA**  
THE WORK TRUCK ASSOCIATION