# 2025 Advertising contract and space reservation form **NTEA** Insider

Company name		
Address		
City		
Advertising contact	Title	
Contact email	Phone	
IO		
Contact signature		
Advertising agency/Company name (if applicable)		
City		
Agency contact		
Agency contact email		
Bill advertiser Bill agency		
Contact signature		Date

#### tructions

this form to secure advertising ce. All terms and conditions ly as described on this form. gnature is required and ing.

#### turn signed form to n Barth

#### ment information

NTEA Insider advertising ments are due 30 days invoice. Accepted forms of ment: checks made payable TEA, credit card (surcharge lies) or electronic funds sfer (ACH/wire).

#### estions?

tact Ryan Barth, CMP, A director of sales, at 525-9275 or Ryan Barth.

**Yes.** Please reserve the ad property selected below. Three-month minimum reservation required. Only one advertiser per placement.

Ad placement	Dimensions	Position	Monthly rate	# of months	Beginning month	Amount due
Upper banner	600 by 100 pixels	After the first story in the main body	Member \$1,100 Nonmember \$1,450			\$
Middle banner	600 by 100 pixels	Middle of the main body	Member \$1,000 Nonmember \$1,300			\$
Anchor banner	600 by 100 pixels	Anchors the main body	Member \$775 Nonmember \$1,000			\$

Ads must be submitted in GIF, JPG, or PNG.

Specs listed above are base; artwork will scale for responsive design.

#### 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.

ΝΤΕΑ	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.

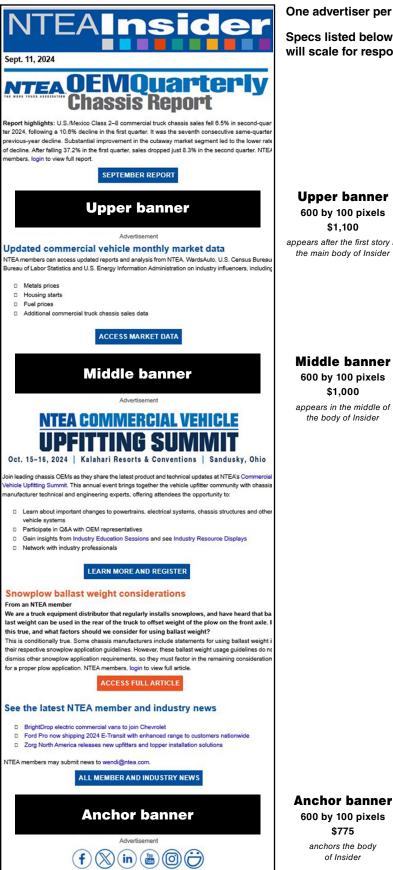
For specifications and rates.

### ntea.com/advertising

Please send completed form to Ryan Barth. Copyright © 5/2025 NTEA

# **NTEA Insider**

## 2025 Advertising specifications and rates. Published twice monthly.



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

One advertiser per placement.

Specs listed below are base; artwork will scale for responsive design.

**Upper banner** 

600 by 100 pixels \$1,100

appears after the first story in the main body of Insider

Middle banner

600 by 100 pixels \$1,000 appears in the middle of the body of Insider

600 by 100 pixels \$775 anchors the body

of 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 NTEA Insider.
- 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.

