

# 2025 Advertising contract and space reservation form

## NTEA News advertising



### 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 Kevin Koester**

### Payment information

All NTEA News 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 **Kevin Koester**.

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 \_\_\_\_\_

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

### 2025 ad selection

☐ January ☐ May ☐ September  
☐ February ☐ June ☐ October  
☐ March ☐ July ☐ November  
☐ April ☐ August ☐ December

#### Print

☐ Full page ☐ 2-Page Spread ☐  $\frac{2}{3}$  page  
☐ Back cover ☐  $\frac{1}{2}$  page, horizontal ☐  $\frac{1}{4}$  page  
☐ Inside back cover

#### Digital (e-zine)

☐ Presentation page ☐ Ad slide ☐ Video

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

See rate schedule on reverse.

## 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 and rates. ▶

Please send completed form to **Kevin Koester**.

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

# 2025 NTEA News specifications and rates

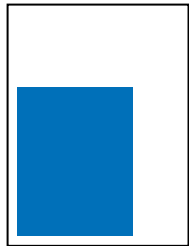
Print ads	Member	Nonmember
¼ standard page	\$775	\$1,075
½ standard page (H)	\$1,200	\$1,625
¾ standard page	\$1,375	\$1,875
Full page	\$1,750	\$2,375
Inside back cover	\$2,550	\$3,575
Outside back cover	\$2,900	\$4,000
2-Page Spread	\$3,400	\$4,725

**Contact**  
**ryan@ntea.com**  
**for bundle**  
**ad specials**

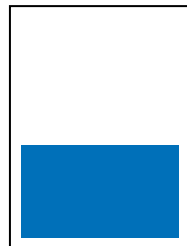
Digital ads (e-zine)	Member	Nonmember
Presentation page	\$650	\$875
Ad slide	\$400 (1st position) \$300 (2nd position) \$250 (3rd position) \$200 (4th position)	\$600 (1st position) \$400 (2nd position) \$350 (3rd position) \$300 (4th position)
Video	\$500	\$625

Due to the limited size of this publication, special placement requests will be considered but not guaranteed. For print ads, agency commission is 15% of gross billing to recognized agencies.

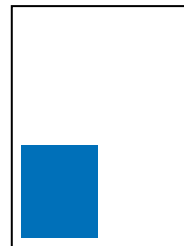
## Print ad sizes



**¾ standard**  
6.25" x 8"



**½ standard (H)**  
8.5" x 5"



**¼ standard**  
4.125" x 5"

Bleeds: Allow .125 inches on all four sides (no additional cost)  
  
Live area: Keep live matter .5 inches from trim on all four sides

**full page**  
9.75" x 13"

Bleeds: Allow .125 inches on all four sides (no additional cost)  
  
Live area: Keep live matter .5 inches from trim on all four sides

**2-Page Spread**  
19.5" x 13"

## Digital ad sizes

**Presentation page**  
9.75" x 13"

**Ad slide**  
1200 x 850 pixels

**Video**  
300–700kb/s

## 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 month. Due to the limited size of this publication, special placement requests will be considered but not guaranteed. NTEA reserves the right to approve and assign all advertisements.

**Four color:** Electronic files required. Submit high resolution electronic files in a 300-dpi/CMYK PDF format (vector-based graphics preferable).

- Screens: 120-line minimum
- No copied or second-generation ad reproductions will be accepted for print.
- Files that do not follow these guidelines will be returned for correction.
- All full page ads and front cover wrap must include .125-inch bleed (no additional cost).
- Typesetting and design/creative services are available through NTEA at \$100 per hour (one-hour minimum).
- NTEA is not responsible for retaining ad materials beyond one year of publication.
- NTEA has the right to refuse any advertisement it deems inappropriate or unacceptable.
- The Association in no way endorses the products or services promoted in advertisements.

## NTEA News specifications

**Trim size:** 9.75 inches by 13 inches

**Bleed size:** 10 inches by 13.25 inches (.125-inch bleed on all four sides; no additional cost)

**Live area:** Keep live matter .5 inches from trim (8.75 inches by 12 inches)

**Finishing:** Saddle-stitched; Stock: 70-pound matte text – 88 bright

### Ad closing

Ad space must be reserved the first of the month prior to the publication month.

### Materials deadline

Ad materials are due by the 10th of the month prior to the publication month. Advertiser will be assessed a late material fee of 25% of ad rate for artwork received five or more days after the deadline.

## Payment information

Invoices issued in the month, for the month.

**Agency commission:** 15% of gross billing when billed to recognized agencies.

**NTEA**  
THE WORK TRUCK ASSOCIATION