



2025 Advertising and marketing media kit

Your guide to NTEA's suite of media opportunities

NTEA News (print & digital) | E-newsletters | Sponsorships

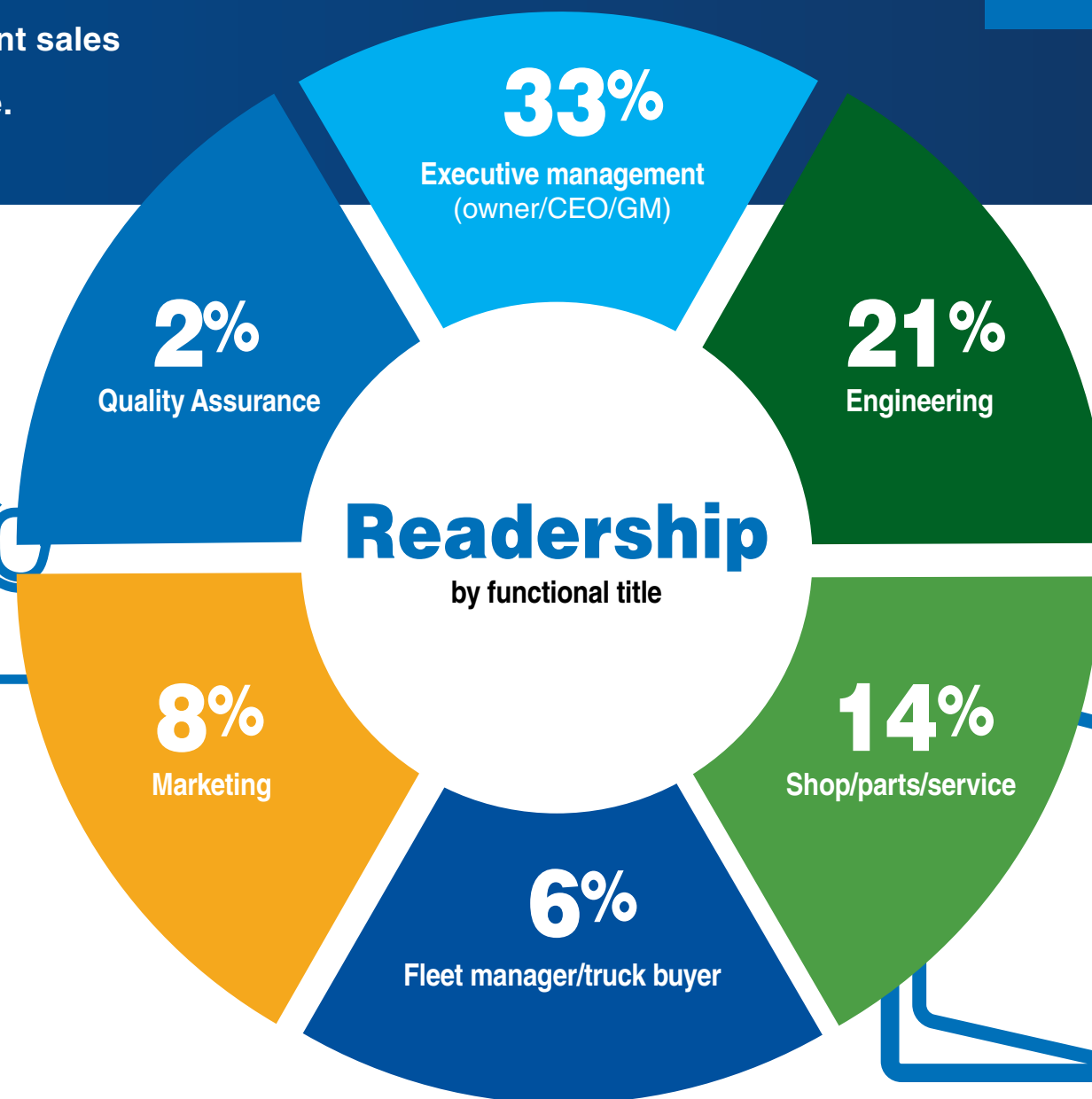
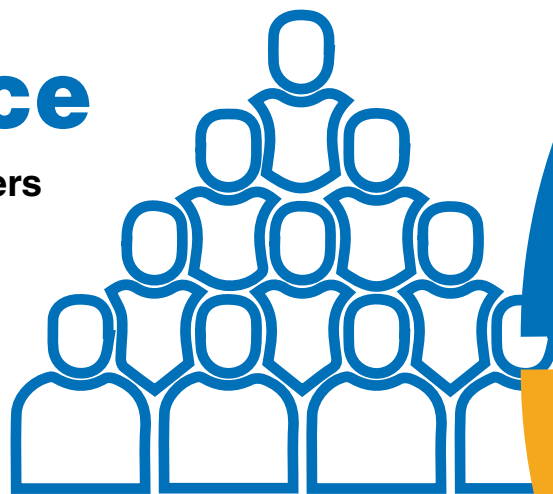
ntea.com/advertising

NTEA NEWS

NTEA News is the work truck industry's source for information and insights. NTEA members, key prospects and trade media rely on this monthly print and digital publication to stay current on technical and engineering issues, legislative and regulatory updates, new products and services, truck and equipment sales forecasts, commercial vehicle trends, and more.

Audience

- Distributors/upfitters
- Manufacturers
- Truck fleets
- Chassis OEMs
- Truck dealers
- Leasing companies
- Manufacturer representatives
- Component parts suppliers
- Business service providers
- Manufacturer and shop suppliers
- Trade media representatives



11,500

Expanded distribution for post-Work Truck Week® issue



11,000+

Digital distribution (e-zine)



7,300+

Print distribution



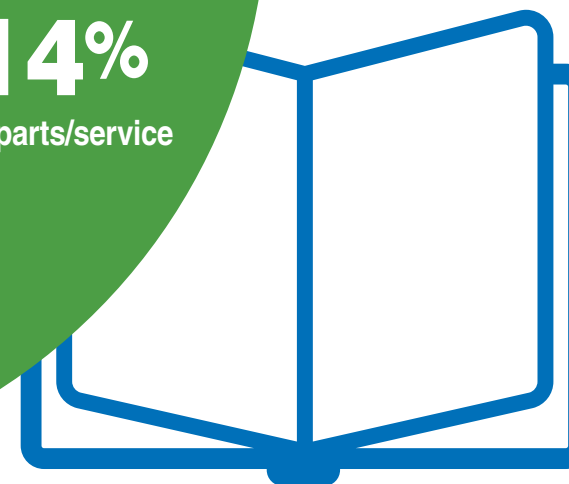
7,500+

Average digital monthly page views



12

Issues per year



NTEA News 2025 editorial calendar

January

2025 industry outlook issue

Industry and economic expectations for the year ahead

Email info@ntea.com for additional features

Ad close Dec. 2 | Ads due Dec. 10

February

Work Truck Week® 2025 preview issue

Upcoming and currently available commercial vehicle products

*Expanded distribution on-site at Work Truck Week 2025

Ad close Jan. 2 | Ads due Jan. 10

March

Vehicle Certification issue

Vehicle certification resources

Ad close Feb. 3 | Ads due Feb. 10

April

Work Truck Week® 2025 recap issue

Exclusive recap and photos from Work Truck Week 2025

*Expanded distribution to Work Truck Week 2025 attendees

Ad close March 3 | Ads due March 10

May

Tech issue

Commercial vehicle engineering insights and resources

Email info@ntea.com for additional features.

*Expanded digital distribution to industry distributors and manufacturers

Ad close April 1 | Ads due April 10

June

Green issue

Vehicle, equipment and technology trends

Email info@ntea.com for additional features.

Ad close May 1 | Ads due May 9

July

Market data issue

Industry trends and market forecasts for 2025 and beyond

Ad close June 2 | Ads due June 10

August

Business conditions issue

NTEA member expectations, challenges and opportunities for the rest of 2025 and beyond

Ad close July 1 | Ads due July 10

September

Snowplow issue

What to know as snowplow season nears

Special feature:
Recognizing Generation Next members

Ad close Aug. 1 | Ads due Aug. 11

October

Work Truck Week® 2026 preview issue

What to expect at North America's largest work truck event

Email info@ntea.com for additional features.

Ad close Sept. 2 | Ads due Sept. 10

November

Industry education issue

Work Truck Week 2026 education preview

Email info@ntea.com for additional features.

Ad close Oct. 1 | Ads due Oct. 10

December

Year in review issue

NTEA highlights and new members during 2025

Email info@ntea.com for additional features.

Ad close Nov. 3 | Ads due Nov. 10



Features

Division Spotlight

Highlights NTEA Operating Divisions

Business Insurance

Industry insurance options and coverages

Capitol Hill

Legislative and regulatory updates

Excise Tax Enquirer

Federal Excise Tax questions and answers

Industry Outlook

Market trends and indicators

Member News

Company, personnel and product news

NTEA Chair's Column

Editorial from NTEA's current chair

Tech Connections

Work truck technical and engineering insights

Tech Trends

Resources and solutions for current technical issues

Whitepapers

Commercial vehicle safety and efficiency insights from NTEA experts

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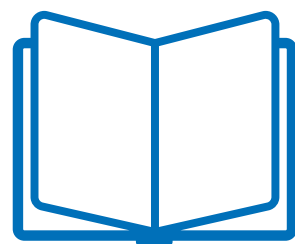
248-479-8915

jan@ntea.com

ntea.com/advertising

To view past issues of NTEA News, visit
ntea.com/nteanewsarchives.

NTEA News ad opportunities and pricing

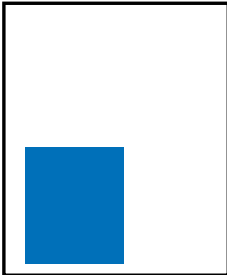


Print ads

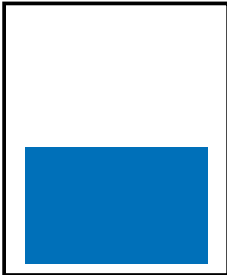
Print ad	Dimensions (inches)	2025 member rates	2025 nonmember rates
Quarter page	4.125 x 5	\$775	\$1,075
Half-page horizontal	8.5 x 5	\$1,200	\$1,625
Two-thirds page	6.25 x 8	\$1,375	\$1,875
Full page	9.75 x 13*	\$1,750	\$2,375
Spread	19.75 x 13*	\$3,400	\$4,725
Inside back cover	9.75 x 13*	\$2,550	\$3,575
Outside back cover	9.75 x 13*	\$2,900	\$4,000

*Add 0.125" bleed.

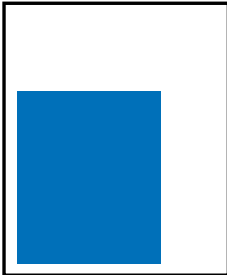
Due to the limited size of this publication, special placement requests will be considered but not guaranteed. For print ads, commission is 15% of gross billing to recognized agencies.



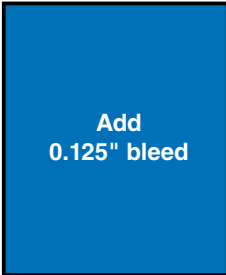
Quarter page



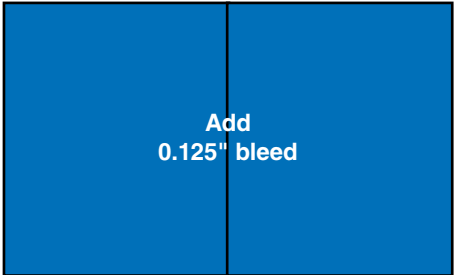
Half-page horizontal



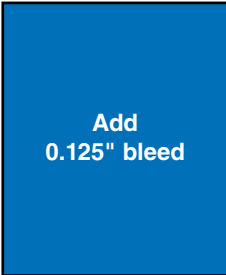
Two-thirds page



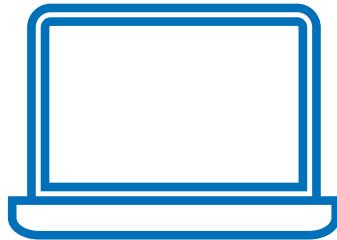
Full page



Spread



Inside or outside back cover



Digital ezone ads and videos

Digital ad	Dimensions	2025 member rates	2025 nonmember rates
Presentation page (full page, left of center)	9.75 x 13 inches Digital ad specs – JPG, 96 dpi, with confirmed URL for hyperlink.	\$650	\$875
Ad slide	1200 x 850 pixels Digital ad specs – JPG, 96 dpi, with confirmed URL for hyperlink.	<ul style="list-style-type: none">1st position = \$4002nd position = \$3003rd position = \$2504th position = \$200	<ul style="list-style-type: none">1st position = \$6002nd position = \$4003rd position = \$3504th position = \$300
Video	FLV, F4V or MP4 format. Recommended bitrate is between 300–700kb/s. Any video larger than 100mb must be streamed through a third-party site, such as YouTube or Vimeo.	\$500	\$625

As readers click through the electronic edition, your ad or video will pop up, enabling them to access more information.

Annual and multi-month NTEA News advertising bundle options are available — email kevin@ntea.com to learn more.



Electronic advertising info and opportunities

NTEA's e-newsletters offer updates on work truck industry news, event information and Association resources — helping readers stay current on issues impacting their businesses. A variety of ad sizes and options are available in NTEA's e-newsletters, tailored by topic and audience.

The following are NTEA e-newsletter advertising options and key data. Note, numbers are averages and subject to change. E-newsletters are a member benefit, and distribution is scheduled accordingly.

NTEA Insider

Association and industry resources, programs and events

- Distributed every two weeks or twice a month
- Audience – Industry, including NTEA members and nonmembers
- Circulation – 29,000+
- Opens – 20%
- Clicks – 2%

Ad placement	Dimensions (pixels)	Position	Monthly rate*	
Upper banner	600 x 100	After the first story in the main body	Member Nonmember	\$1,100 \$1,450
Middle banner	600 x 100	Middle of the main body	Member Nonmember	\$1,000 \$1,300
Anchor banner	600 x 100	Anchors the main body	Member Nonmember	\$775 \$1,000

*3-month minimum rotation

GTA Insider

Advanced fuel and technology updates for the work truck industry.

- Distributed every two weeks or twice a month
- Audience – Green Truck Association members, NTEA member and nonmember fleets, and past Green Truck Summit attendees
- Circulation – 4,000+
- Opens – 15%
- Clicks – 5%

Ad property	Dimensions (pixels)	Placement	Monthly rate*	
Tile advertisement	155 x 250	Top left area under the masthead	Member Nonmember	\$350 \$675
Banner advertisement	600 x 100	Appears after the first story in main body	Member Nonmember	\$350 \$675
Anchor Banner	600 x 100	Anchors the main body	Member Nonmember	\$300 \$600

*3-month minimum rotation

Fleet Insider

Commercial fleet trends and resources.

- Distributed monthly
- Audience – NTEA member and nonmember fleets, including Work Truck Week and Green Truck Summit fleet attendees, and Green Truck Association members
- Circulation – 4,500+
- Opens – 30%
- Clicks – 2%

Ad placement	Monthly rate*	
Top banner 600 x 100 (pixels)	Member Nonmember	\$550 \$800
Middle banner 600 x 100 (pixels)	Member Nonmember	\$500 \$750
Bottom banner 600 x 100 (pixels)	Member Nonmember	\$450 \$650

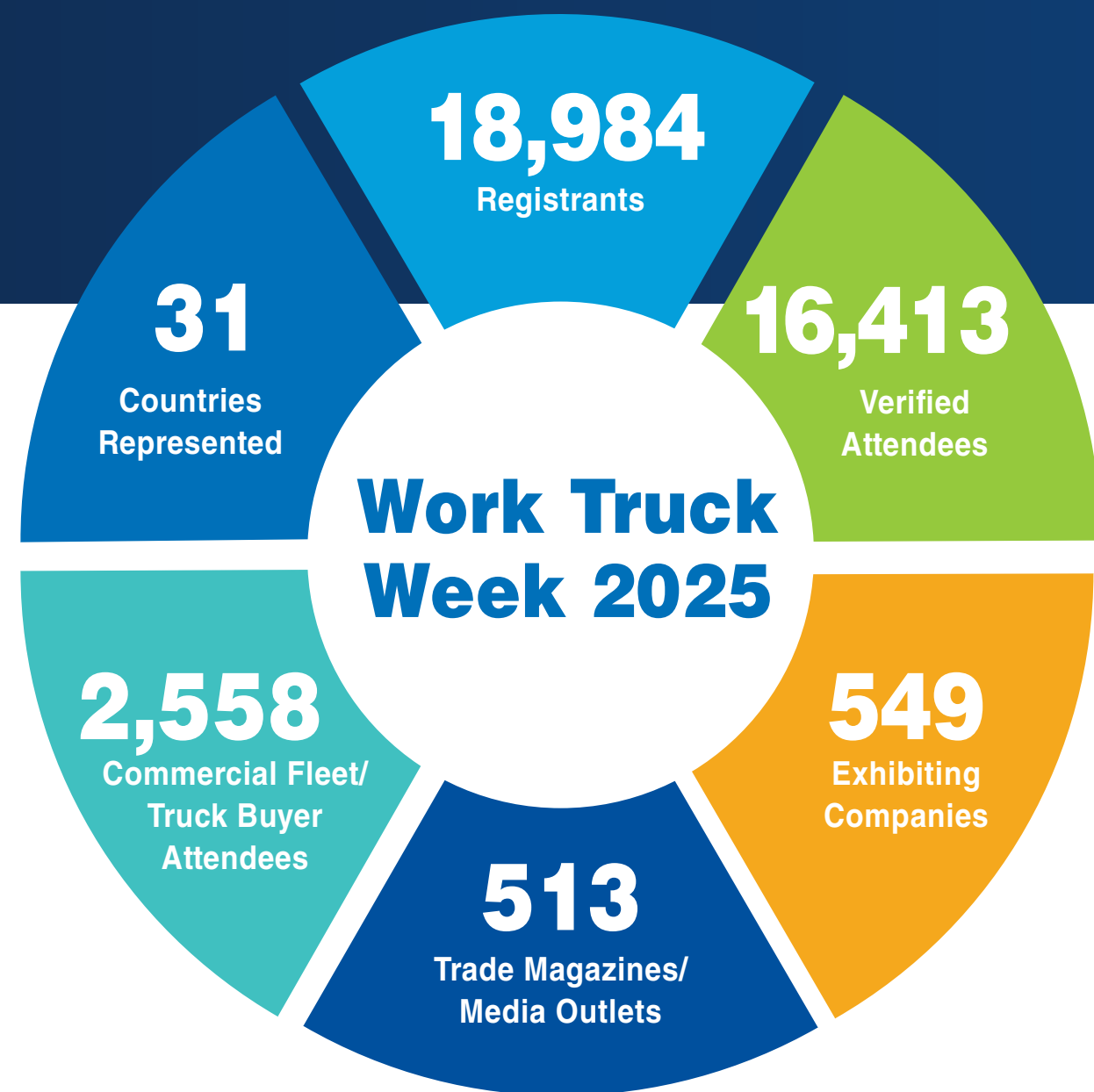
*3-month minimum rotation

Member news

NTEA features members’ product, company and personnel announcements in NTEA News and online. To share your news, email a press release and high-resolution photo, if applicable, to jan@ntea.com (NTEA News) and wendi@ntea.com (ntea.com).

Work Truck Week® sponsorship opportunities

Work Truck Week features the latest commercial vehicles, components, equipment and products from over 500 leading companies on an exhibit floor covering more than 500,000 square feet. The event includes a robust educational conference with industry-specific training and opportunities to engage the commercial vehicle community at special events.



Print advertising	
On-site event guide (6,000 printed copies)	
Advertisement (Full page)	\$2,100

Digital advertising	
Middle banner ad 600 x 100 (pixels)	\$4,000

Note: Only those companies at or above the \$3,000 level are designated as sponsors of Work Truck Week and recognized in pre-event materials.

Note: Rates listed are for those companies exhibiting at Work Truck Week. Non-exhibiting companies can purchase sponsorships at 1.5X the listed rate.

Additional on-site branding sponsorship opportunities are available for purchase as well.
Email kevin@ntea.com for pricing and availability or go to worktruckweek.com/sponsorships.

Contact us

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