

# 2026 Advertising contract and space reservation form

## NTEA Insider

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

Address \_\_\_\_\_

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

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

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

Billing contact (max 2) \_\_\_\_\_

Billing email (max 2) \_\_\_\_\_

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**  
**Kailey Spieser**

### Payment information

All NTEA Insider 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 **Kailey Spieser**.

☐ **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<br>Nonmember \$1,450 |             |                 | \$ _____   |
| Middle banner | 600 by 100 pixels | Middle of the main body                | Member \$1,000<br>Nonmember \$1,300 |             |                 | \$ _____   |
| Anchor banner | 600 by 100 pixels | Anchors the main body                  | Member \$775<br>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 © 2026 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. ►

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

Please send completed form to **Kailey Spieser**.

# NTEA Insider

2026 Advertising specifications and rates. Published twice monthly.

## NTEA Insider

Sept. 11, 2024

### NTEA OEM Quarterly Chassis Report

Report highlights: U.S./Mexico Class 2-8 commercial truck chassis sales fell 6.5% in second-quarter 2024, following a 10.8% decline in the first quarter. It was the seventh consecutive same-quarter previous-year decline. Substantial improvement in the outway market segment led to the lower rate of decline. After falling 37.2% in the first quarter, sales dropped just 8.3% in the second quarter. NTEA members, [login](#) to view full report.

SEPTEMBER REPORT

#### Upper banner

Advertisement

#### Updated commercial vehicle monthly market data

NTEA members can access updated reports and analysis from NTEA, WardsAuto, U.S. Census Bureau Bureau of Labor Statistics and U.S. Energy Information Administration on industry influencers, including:

- Metals prices
- Housing starts
- Fuel prices
- Additional commercial truck chassis sales data

ACCESS MARKET DATA

#### Middle banner

Advertisement

### NTEA COMMERCIAL VEHICLE UPFITTING SUMMIT

Oct. 15-16, 2024 | Kalahari Resorts & Conventions | Sandusky, Ohio

Join leading chassis OEMs as they share the latest product and technical updates at NTEA's Commercial Vehicle Upping Summit. This annual event brings together the vehicle upfitter community with chassis manufacturer technical and engineering experts, offering attendees the opportunity to:

- Learn about important changes to powertrains, electrical systems, chassis structures and other vehicle systems
- Participate in Q&A with OEM representatives
- Gain insights from Industry Education Sessions and see Industry Resource Displays
- Network with industry professionals

LEARN MORE AND REGISTER

#### Snowplow ballast weight considerations

From an NTEA member

We are a truck equipment distributor that regularly installs snowplows, and have heard that ballast weight can be used in the rear of the truck to offset weight of the plow on the front axle. Is this true, and what factors should we consider for using ballast weight?

This is conditionally true. Some chassis manufacturers include statements for using ballast weight in their respective snowplow application guidelines. However, these ballast weight usage guidelines do not dismiss other snowplow application requirements, so they must factor in the remaining consideration for a proper plow application. NTEA members, [login](#) to view full article.

ACCESS FULL ARTICLE

#### See the latest NTEA member and industry news

- BrightDrop electric commercial vans to join Chevrolet
- Ford Pro now shipping 2024 E-Transit with enhanced range to customers nationwide
- Zorg North America releases new upfitters and topper installation solutions

NTEA members may submit news to [wendi@ntea.com](mailto:wendi@ntea.com).

ALL MEMBER AND INDUSTRY NEWS

#### Anchor banner

Advertisement

[f](#) [X](#) [in](#) [y](#) [@](#) [i](#)

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*

#### Anchor banner

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.

**NTEA**  
THE WORK TRUCK ASSOCIATION