# 2026 Advertising contract and space reservation form

# **NTEA News advertising**

Company nam	ne				THE V	VORK TRUCK ASSOCIATION
Address						ructions
				ZIP	Use to space	his form to secure advertising . All terms and conditions
Advertising co	ntact		Title			as described on this form. nature is required and
Contact email			Phone _		Retu	ırn signed form to
Billing contact	(max 2)					/ Spieser
Billing email (m	ax 2)				All NT	nent information EA News advertising
					payme	ents are due 30 days nvoice. Accepted forms of
				Date	payme to NTI	ent: checks made payable EA, credit card (surcharge
Advertising ag	ency/Compar	ny name (if applicable)			1 ''	es) or electronic funds er (ACH/wire).
					Ques	stions? ct Kailey Spieser.
				ZIP		,
Agency contac	ot					
Agency contac	ct email		Phone_			
☐ Bill adverti	ser 🗖	Bill agency				
Contact signat	ure			Date		
<b>TYes.</b> Please	e reserve the a	d space(s) checked b	pelow (see rev	erse for ad dimension	s and specifications)	for the following months:
			2026 ad	selection		
				Print		
☐ January	Мау	☐ September		☐ Full page	☐ Inside back cover	☐ ½ page, horizontal
☐ February	June	October		☐ Back cover	2-Page Spread	☐ ¼ page
☐ March	July	November		Digital (e-zine)		
☐ April	August	December		☐ Presentation page	☐ Ad slide	☐ Video
				Total due: \$ _		See rate schedule on reverse.

### **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.

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

# 2026 NTEA News specifications and rates

Print ads	Member	Nonme	mber	
¼ standard page	\$775	\$1,075		
½ standard page (H)	\$1,200	\$1,625		
Full page	\$1,750	\$2,375	Contact	
Inside back cover	\$2,550	\$3,575	kailey@ntea.com	
Outside back cover	\$2,900	\$4,000	for bundle	
2-Page Spread	\$3,400	\$4,725	ad specials	

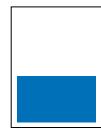
Digital ads (e-zine)	Member	Nonmember
Presentation page	\$650	\$875
Ad slide	\$400 (1st position)	\$600 (1st position)
	\$300 (2nd position)	\$400 (2nd position)
	\$250 (3rd position)	\$350 (3rd position)
	\$200 (4th position)	\$300 (4th position)
Video	\$500	\$625

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.

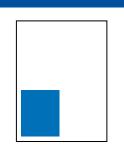
### **Print ad sizes**



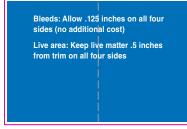




1/2 standard (H): 8.5" x 5"



1/4 standard: 4.125" x 5"



### 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

### **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 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.

## **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.

