

# 2026 advertising contract and space reservation form

## Work Truck Industry News

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 \_\_\_\_\_

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

Ad placement	Dimensions	Monthly rate	Months being reserved	Amount due
Upper banner	600 by 100 pixels	Member \$2,200 Nonmember \$2,900		\$_____
Middle banner	600 by 100 pixels	Member \$2,000 Nonmember \$2,600		\$_____
Anchor banner	600 by 100 pixels	Member \$1,500 Nonmember \$2,000		\$_____

Ads must be submitted in GIF, JPG, or PNG (graphics can be static or animated).

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.

#### N T E A u s e o n l y

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**.

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#### 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 Work Truck Industry 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 **Kailey Spieser**.

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

# Work Truck Industry News

## Published weekly.



### Upper banner

Work Truck Week  
Commercial Vehicle Industry Gears Up to Pack WTW26 with New Products  
First the latest commercial vehicles plus everything it takes to transform a "truck" into a "work truck" at Work Truck Week® 2026, the industry's biggest launchpad. Explore dozens of new products and companies in the sold-out Work Truck Show® exhibit space and experience cutting-edge vehicles during Ride & Drive. [Read More](#)

### Middle banner

NTEA Videos  
Vehicle Life Cycle Cost Analysis Explained: Beyond Purchase Price  
When evaluating a commercial vehicle, the purchase price is only part of the story. In this [short video](#), NTEA walks through life cycle cost analysis — a data-driven approach that helps work truck industry professionals understand the true cost of owning and operating a vehicle over its entire service life. [Read More](#)

### Middle banner

NTEA Member News  
DECKED Launches Most Durable, Customizable and Theft-Proof Tool Box for Truck Beds  
Cox-Decked announced the release of its all-new Tool Box, a ground-up redesign that joins DECKED's Drawer System and CargoGlide as the industry's ultimate truck storage systems. [Read More](#)

### Middle banner

Automotive Fleet  
Ed Peper Joins Auto Driveaway's Board of Directors  
Ed Peper, formerly of GM, has officially joined the board of directors at Auto Driveaway. [Read More](#)

### Middle banner

Transport Topics  
Trade Deficit Shrinks to Smallest Since 2009 as Imports Drop  
The goods and services trade gap shrank 39% from the prior month to \$29.4 billion. Imports decreased 3.2%. [Read More](#)

### Middle banner

Choosing the Right Work Light  
Not all work lights are created equal. The right work lights improve safety and visibility, which results in increased productivity. Obstacles can be seen clearly. Optimal light level and even light distribution enables the operator to work effectively, see the work area clearly and distinguish different materials. [Learn More](#)

CNBC  
December Core Consumer Prices Rose at a 2.6% Annual Rate  
Core U.S. consumer prices rose less than predicted in December, reinforcing hopes that inflation is tempering as the Federal Reserve contemplates its next move on interest rates. Excluding volatile food and energy prices, the consumer price index showed a seasonally adjusted 0.2% gain on a monthly basis and 2.6% annually. [Read More](#)

Work Truck Online  
Cox Automotive Launches Cox Fleet Brand Focused on Uptime Support  
Cox Automotive launched Cox Fleet, uniting Fleet Services and FleetNet America under one brand to support fleet uptime nationwide. [Read More](#)

U.S. Single-Family Housing Starts Rebound in October, Building Permits Dip  
U.S. single-family homebuilding rebounded in October, but permits for future construction eased, signaling caution among builders as new housing inventory remains high and demand soft. Single-family housing starts, which account for the bulk of homebuilding, increased 5.4% to a seasonally adjusted annual rate in October. [Read More](#)

### Anchor banner

Looking to reach the commercial vehicle industry? Explore [NTEA advertising opportunities](#) or email NTEA Director of Sales Kailey Spieser at [kailey@ntea.com](mailto:kailey@ntea.com) for information.



NTEA - The Work Truck Association  
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### 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.
- Only one graphic per month is allowed; you may change the graphic month-to-month.
- New graphics must be submitted by the last Thursday of the prior month (e.g., February graphic due by last Thursday of January).
- Send all graphics and URLs to [advertising@ntea.com](mailto:advertising@ntea.com) (subject line: Work Truck Industry News Artwork - Company Name).
- Billed the second Tuesday of that issue's month.
- Purchased month-by-month.
- 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 secured and signed by the first of the month prior to the month you are purchasing.
- Limited banner and tile ad design/creative services are available through NTEA at \$100 per hour. A one-hour minimum applies.

### Upper banner

appears before the first story in the main body of Work Truck Industry News

### Middle banners

middle banners appear in positions 2-9 in the body of Work Truck Industry News  
(note, sample at left only depicts five middle banner positions)

### Anchor banner

anchors the body of Work Truck Industry News