



2026 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



12,000+

Expanded distribution for post-Work Truck Week® issue



15,000+

Digital distribution (e-zine)



7,000+

Print distribution



8,000+

Average digital monthly page views



12

Issues per year



NTEA News 2026 editorial calendar



January

2026 kick-off issue

Industry news for the start of the year

Email info@ntea.com for additional features

Ad close Dec. 1 | Ads due Dec. 10

February

Work Truck Week® 2026 preview issue

Upcoming and currently available commercial vehicle products

*Expanded distribution on-site at Work Truck Week 2026

Ad close Jan. 1 | Ads due Jan. 10

March

Vehicle certification issue

Vehicle certification resources

Email info@ntea.com for additional features

Ad close Feb. 1 | Ads due Feb. 10

April

Work Truck Week® 2026 recap issue

Exclusive recap and photos from Work Truck Week 2026

*Expanded distribution to Work Truck Week 2026 attendees

Ad close March 1 | Ads due March 10

May

Tech issue

Commercial vehicle engineering insights and resources

Email info@ntea.com for additional features.

Ad close April 1 | Ads due April 10

June

Advanced vehicle technology issue

Vehicle, equipment and technology trends

Email info@ntea.com for additional features.

Ad close May 1 | Ads due May 10

July

Executive Leadership Summit preview issue

Schedule preview and program lineup for NTEA's 2026 Executive Leadership Summit

Email info@ntea.com for additional features

Ad close June 1 | Ads due June 10

August

Commercial Vehicle Upfitting Summit preview issue

Details on participating chassis OEMs and educational sessions

Email info@ntea.com for additional features

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. 10

October

Work Truck Week® 2027 preview issue

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

Email info@ntea.com for additional features.

Ad close Sept. 1 | Ads due Sept. 10

November

Industry education issue

Work Truck Week 2027 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 2026

Email info@ntea.com for additional features.

Ad close Nov. 1 | 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 Chairman's Column

Editorial from NTEA's current chairman

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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Editorial contact

Caroline MacLellan

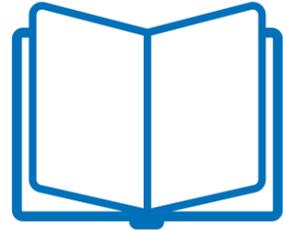
248-479-8194

caroline@ntea.com

ntea.com/advertising

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

NTEA News ad opportunities and pricing



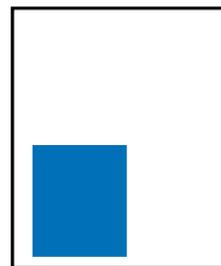
Print ads

Print ad	Dimensions (inches)	2026 member rates	2026 nonmember rates
Quarter page	4.125 x 5	\$775	\$1,075
Half-page horizontal	8.5 x 5	\$1,200	\$1,625
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

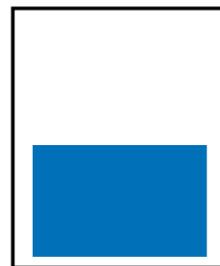
*Add 0.125" bleed.

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.

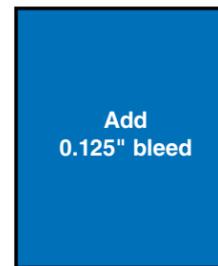
Artwork is due the 10th of the prior month (e.g., February issue artwork due Jan. 10). Updated graphics can be sent to advertising@ntea.com. Billing occurs the second Tuesday of that issue's month.



Quarter page



Half-page horizontal



Full page



Spread



Inside or outside back cover



Digital ezone ads and videos

Digital ad	Dimensions	2026 member rates	2026 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 = \$400 ■ 2nd position = \$300 ■ 3rd position = \$250 ■ 4th position = \$200 	<ul style="list-style-type: none"> ■ 1st position = \$600 ■ 2nd position = \$400 ■ 3rd position = \$350 ■ 4th 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 kailey@ntea.com to learn more.

Electronic advertising info and opportunities



Association and industry resources, programs, and events

- Distributed every two weeks or twice a month
- Audience – NTEA members
- Circulation – 15,000+
- Artwork due the Monday before the distribution date
- All contracts must be secured and signed by the first of the month prior to the month you are purchasing

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

NTEA Industry eBlast

Dedicated advertiser message delivered to NTEA's email audience

- Distribution:
 - One eBlast per week in January and February
 - Two eBlasts per month March–December
- Cost per eBlast: \$4,000 NTEA members; \$5,200 nonmembers
- Audience: Industry, including NTEA members and nonmembers
- Circulation: 35,000+
- Advertisers can include graphics, videos, links, social handles, etc.
- Creative materials due at least one week in advance to allow time for media insertion and draft approval. Graphics can be a maximum of 600 px wide (height may vary).



Commercial vehicle product innovations, market trends, and industry company news

- Distributed weekly
- Audience – Industry, including NTEA members and nonmembers
- Circulation: 35,000+
- Content learns and tailors to the reader

Ad placement	Dimensions (pixels)	Monthly rate	
Upper banner (Position 1)	600 x 100	Member Nonmember	\$2,200 \$2,900
Middle banner (Positions 2–9)	600 x 100	Member Nonmember	\$2,000 \$2,600
Anchor banner (Position 10)	600 x 100	Member Nonmember	\$1,500 \$2,000

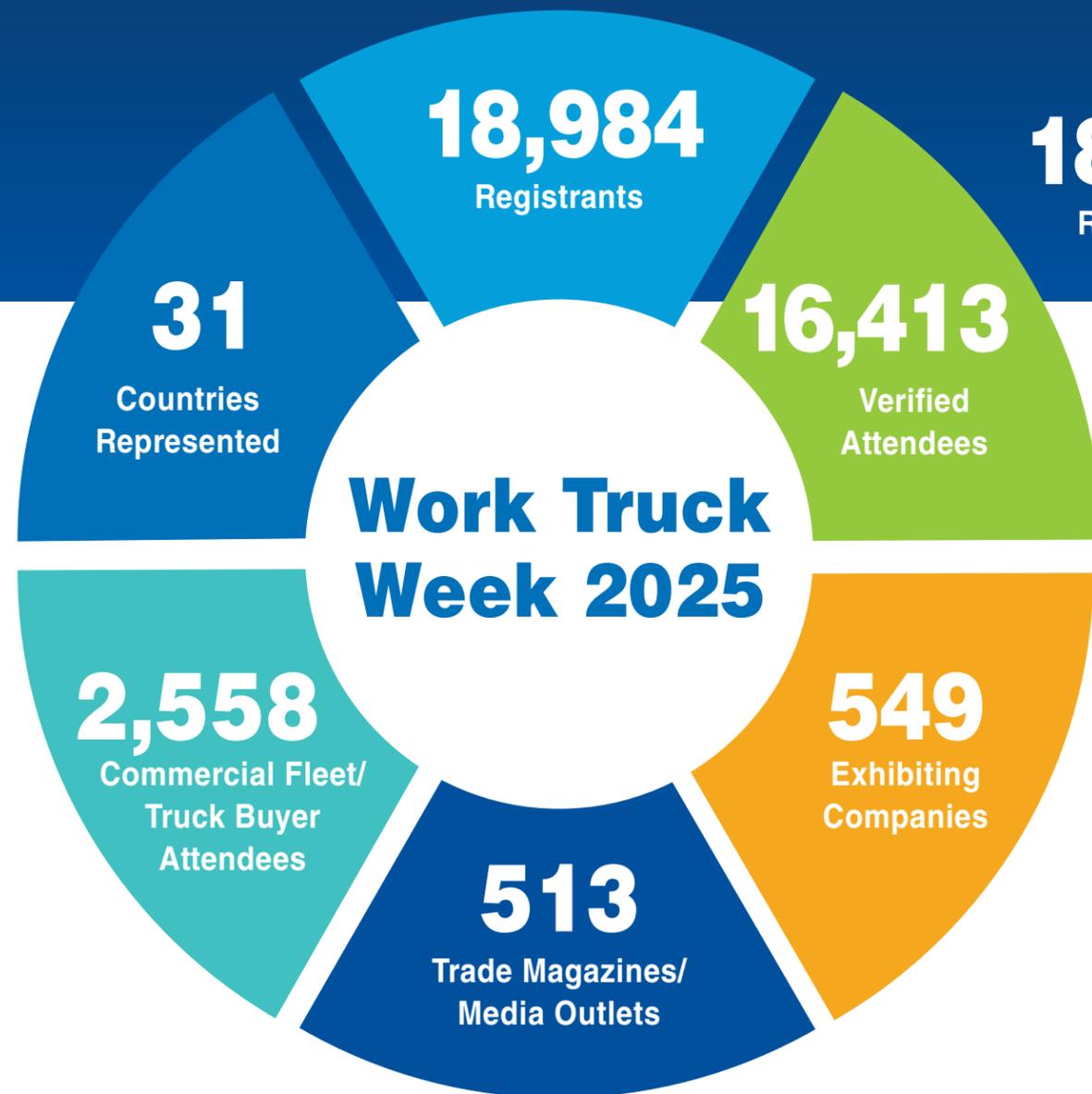
Banner Specs & Guidelines: Size: 600 x 100px, static or animated. Includes a URL of your choice. Only one graphic per month is allowed; you may change the graphic month-to-month. New graphics must be submitted by the last Thursday of the prior month (e.g., February graphic due by last Thursday of January). Send all graphics and URLs to advertising@ntea.com (Subject line: Work Truck Industry News Artwork - Company Name). Billed the second Tuesday of that issue's month. Purchased month-by-month. All contracts must be secured and signed by the first of the month prior to the month you are purchasing.

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 caroline@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.



18,984
Registrants

16,413
Verified Attendees

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 kailey@ntea.com for pricing and availability or go to worktruckweek.com/sponsorships.

Contact us

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Follow us

Linking the commercial vehicle community to industry news, trends and insights is an important part of our mission. The question isn't if you can connect with NTEA – but how you'd like to do it! Learn more at ntea.com/connect



Book your ad space today. Visit ntea.com/advertising for contract and space reservation forms.