

2027 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 Nonmember \$1,450			\$ _____
Middle banner	600 by 100 pixels	Middle of the main body	Member \$1,000 Nonmember \$1,300			\$ _____
Anchor banner	600 by 100 pixels	Anchors the main body	Member \$775 Nonmember \$1,000			\$ _____

Ads must be submitted as a GIF, JPG, or PNG.

Specs listed above are base; artwork will scale for responsive design.

Total due: \$ _____

NTEA advertising terms and conditions

Copyright © 2027 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

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

NTEA Insider

2027 Advertising specifications and rates. Published twice monthly.

NTEA Insider
EXECUTIVE LEADERSHIP SUMMIT
Sept. 21-22, 2026 | Ann Arbor Marriott Ypsilanti at Eagle Crest | Ypsilanti, Michigan

Register by Sept. 1 for advancing pricing discounts

The commercial vehicle community will gather at Ann Arbor Marriott Ypsilanti at Eagle Crest (Ypsilanti, Michigan) for NTEA's 2026 **Executive Leadership Summit**, featuring a full-day program Sept. 22, and a welcome reception Sept. 21. This annual conference explores the market forces shaping the work truck industry, bringing together data analysts and forecasters, policy experts, and innovation leaders to share targeted information, including key trends, outlooks and insights.

If you haven't yet, register by Sept. 1 to take advantage of advance pricing, at \$399 for NTEA members and \$599 for nonmembers.

LEARN MORE AND REGISTER

Upper banner

NTEA COMMERCIAL VEHICLE UPFITTING SUMMIT
Oct. 13-14, 2026 | Kalahari Resorts & Conventions | Sandusky, Ohio

Register by Sept. 15 for advancing pricing discounts

Commercial Vehicle Upfitting Summit gives the work truck industry technical community an opportunity to preview commercial vehicle updates and engage with OEM engineers on critical upfitting issues. But that's not all — this annual event also offers industry-focused educational sessions for all attendees, designed to equip companies with insights for future business operations and planning.

Middle banner

With this in mind, it's key that a given vehicle's GCWR and other associated values are considered as part of an overall specification for the application before the vehicle is selected and purchased. This includes the trailer the customer intends to pull.

Steve Spata
NTEA Senior Technical Assistance Director

See the latest NTEA member and industry news

- Air Lift sets new direction to accelerate global growth for the Performance brand
- Braun Ambulances adds Chief XL Type III to Select Program
- Nexio Power unveils PICO Propane and Fuels demonstration truck
- Stellar hooklift bumper design showcases strength and versatility

NTEA members may submit news to wendi@ntea.com.

ALL MEMBER NEWS

Anchor banner

One advertiser per placement.

Specs listed below are base; artwork will scale for responsive design.

Upper banner

600 by 100 pixels

Member: \$1,100

Nonmember: \$1,450

appears after the first story in the main body of Insider

Middle banner

600 by 100 pixels

Member: \$1,000

Nonmember: \$1,300

appears in the middle of the body of Insider

Anchor banner

600 by 100 pixels

Member: \$775

Nonmember: \$1,000

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