

2027 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 _____



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**.

☐ **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 © 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**.

Work Truck Industry News

Published weekly.



Upper banner

NTEA
New NTEA Online Learning Course: Commercial Vehicle Hydraulics Fundamentals and Applications
Get a practical introduction to hydraulic systems used on vocational trucks and equipment with NTEA's new [Commercial Vehicle Hydraulics Fundamentals and Applications](#) online learning course. Learn the fundamentals of flow, pressure and force, explore key components including PTOs, pumps, reservoirs, valves, cylinders, motors and filters, and gain insight into system operation, component selection, preventive maintenance and troubleshooting. (NTEA Member \$0) | Nonmember \$99 | [Read More](#)

NTEA
Pulsating Brake Lights: Know Who Can't – and Can't – Legally Install Them
Learn who can legally install brake-activated pulsating warning lamps on commercial vehicles under FMVSS exemptions and why vehicle builders, trailerage manufacturers, carriers, dealers and repair businesses cannot install them under FMVSS 105. (NTEA membership required to view article) | [Read More](#)

NTEA Member News
Dragonfly Energy Partners with Sphere Energy to Develop Next-Generation AI-Enhanced Battery Technology
Dragonfly Energy announced a strategic partnership with Sphere Energy to develop and integrate next-generation AI capabilities into its future battery technologies and integrated power systems. | [Read More](#)

Middle banner

Transport Topics
Wholesale price inflation cools in July on lower gas prices
PPI rose 0.1% in July from a year ago, down from a much larger 0.5% increase in June. On a monthly basis, wholesale prices were unchanged from June to July, after they tumbled down 0.1% the previous month. | [Read More](#)

NTEA Webinars
Webinar Next Week - Truck Weight Analysis: Maximizing Payload within Bridge Limits
Being able to carry more load makes a truck more efficient. This webinar, presented by TruckScience, will cover how to calculate maximum allowable payload, while remaining within bridge limits. | [Read More](#)

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Middle banner

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NTEA Member News
Grote Industries Appoints Patrick Smith as VP of North American Operations
Grote Industries announced the appointment of Patrick Smith as vice president of North American operations (President) and a member of the company's executive leadership team. | [Read More](#)

NTEA Events
Join Us at NTEA's 2026 Executive Leadership Summit Next Month!
The commercial vehicle community will gather at Ann Arbor Marriott (Grand) at Eagle Creek (Troy, MI) 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. Register by Sept. 1 for advance pricing discounts. | [Read More](#)

Anchor banner

NTEA
Lincoln Electric Welder Training and Qualification Program for Individuals
Lincoln Electric is offering a three-day custom training program for individuals who would like to become qualified welders. During the course, attendees will be creating specific welds in order to be able to pass the qualification tests to the best of their abilities. | [Read More](#)

NTEA
Lincoln Electric Welding Technology and Training Center (Cleveland, Ohio)
| [Read More](#)



Work Truck Industry News - Powered by NTEA
27400 Little Tech Drive, Farmington Hills, MI, US 48334
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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*

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 (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.