



2027

Advertising and marketing media kit

Your guide to NTEA's suite of media opportunities

NTEA News | NTEA Insider | Work Truck Industry News | Industry e-Blasts | WTW Sponsorships

ntea.com/advertising

Why advertise with NTEA?

Targeted industry reach

Leverage NTEA's trusted reputation and deep industry relationships. Your message lands in front of thousands of fleet managers, upfitters, OEMs, and key decision-makers who look to NTEA for insights and guidance.

Audience that converts

Our readers are active decision-makers, not casual browsers. They're buyers, specifiers, budget-allocators, and tech adopters who are seeking solutions now.

Integrated channels for maximum impact

Combine print and digital formats to showcase your message across multiple touchpoints. From our flagship magazine to email newsletters, banner placements, and custom campaigns — we've got you covered.

NTEA advertising opportunities overview

NTEA represents more than 2,100 companies that manufacture, distribute, install, sell and repair commercial vehicles, truck bodies, truck equipment, trailers and accessories. Buyers of work trucks and the major commercial truck chassis manufacturers also belong to the Association. Reach the industry through NTEA's various print and digital advertising and marketing opportunities.

Publication	Format	Featured content	Frequency	Audience
NTEA News	Print and digital magazine	Current work truck industry issues and Association updates	Monthly	NTEA members and trade media
NTEA Insider	Email newsletter	Association and industry resources, programs and events	Every two weeks/twice a month	NTEA members
Work Truck Industry News	Email newsletter	Commercial vehicle product innovations, market trends and industry company news	Weekly	Work truck industry
NTEA Industry e-Blast	Email blast	Customized advertiser message delivered by NTEA	Varies See page 8 for details	Work truck industry

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

Features

Tech Connections

Work truck engineering and compliance insights

Tech Trends

Resources and solutions for current technical issues

Industry Reports

Commercial vehicle safety and efficiency insights from NTEA experts

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

Truck Market Snapshot

Market trends and indicators

Member News

Company, personnel and product news from NTEA members

Board Chairman's Column

Editorial from NTEA's current Board chairman

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

NTEA News 2027 editorial calendar

January

2027 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® 2027 preview issue

Key information, exhibitors and more at Work Truck Week 2027

*Expanded distribution on-site at Work Truck Week 2027

Ad close Jan. 1 | Ads due Jan. 10

March

Vehicle certification issue

Commercial vehicle safety certification resources

Email info@ntea.com for additional features

Ad close Feb. 1 | Ads due Feb. 10

April

Work Truck Week® 2027 recap issue

Exclusive recap and photos from Work Truck Week 2027

*Expanded distribution to Work Truck Week 2027 attendees

Ad close March 1 | Ads due March 10

May

Tech issue

Commercial vehicle engineering insights and resources

Special feature: Recognizing Generation Next members

Ad close April 1 | Ads due April 10

June

Advanced vehicle technology issue

Trending vehicles, equipment and technology

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 2027 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

Snow and ice issue

What to know as the winter season nears

Email info@ntea.com for additional features

Ad close Aug. 1 | Ads due Aug. 10

October

Work Truck Week® 2028 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 2028 education lineup

Email info@ntea.com for additional features

Ad close Oct. 1 | Ads due Oct. 10

December

Year in review issue

2027 highlights and new members

Email info@ntea.com for additional features

Ad close Nov. 1 | Ads due Nov. 10

Advertising contact

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kailey@ntea.com

Editorial contact

Caroline MacLellan

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ntea.com/advertising

NTEA NEWS

Print ad dimensions and prices

Annual and multi-month NTEA News advertising bundle options are available — email kailey@ntea.com to learn more.

Outside back cover



Commercial Vehicle Uppitting Summit registration opens p29

Tow system ratings and considerations p8

Understanding wind and hail deductibles p20

Connecting the DOTs: Relating the roles of U.S. federal transportation agencies to the work truck industry p22

- Outside back cover**
- Trim size: 9.75" w x 13" h
 - Add 0.125" bleed to all four sides of the ad (10" w x 13.25" h)
 - Live area: 8.75" w x 12" h
 - File type: CMYK, hi-res 300-dpi PDF
 - Member rate: \$2,900
 - Nonmember rate: \$4,000

Board Chairman's Column

Prepare for winter with NTEA resources



Bob Abelson
NTEA Board Chairman
President & CEO
Plymouth, Michigan

"Whether you're manufacturing snow and ice control equipment, upfitting trucks, or supporting customers in the field, NTEA offers tools, technical guidance and educational opportunities to help you stay informed and ready for what's ahead."

EXECUTIVE LEADERSHIP SUMMIT
Sept. 27-28, 2018
Ave. Joe Martin Blvd., Suite 100, Dayton, Ohio

NTEA COMMERCIAL VEHICLE UPPITTING SUMMIT
Oct. 15-16, 2018
Kalamazoo Convention Center, Kalamazoo, Michigan

FUTURE TRUCK SUMMIT
March 8, 2019
Hilton Garden Inn, Indianapolis, Indiana

Work Truck Week 2019
March 9-12, 2019
Hilton Garden Inn, Indianapolis, Indiana

- Inside back cover**
- Trim size: 9.75" w x 13" h
 - Add 0.125" bleed to all four sides of the ad (10" w x 13.25" h)
 - Live area: 8.75" w x 12" h
 - File type: CMYK, hi-res 300-dpi PDF
 - Member rate: \$2,550
 - Nonmember rate: \$3,575

Member News

Product releases



Auto Hardware & Supply Inc. introduces new high strength large tire sizes



Auto Hardware & Supply Inc. introduces new high strength large tire sizes



Auto Hardware & Supply Inc. introduces new high strength large tire sizes



Auto Hardware & Supply Inc. introduces new high strength large tire sizes



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Personnel updates

Northwestern appoints Andy Davis as chief financial officer

Pro Vision appoints Dan Strick as vice president of sales

- Full page**
- Trim size: 9.75" w x 13" h
 - Add 0.125" bleed to all four sides of the ad (10" w x 13.25" h)
 - Live area: 8.75" w x 12" h
 - File type: CMYK, hi-res 300-dpi PDF
 - Member rate: \$1,750
 - Nonmember rate: \$2,375

Two-page spread

- Two-page spread**
- Trim size: 19.75" w x 13" h
 - Add 0.125" bleed to all four sides of the ad (20" w x 13.25" h)
 - Live area: 18.75" w x 12" h
 - File type: CMYK, hi-res 300-dpi PDF
 - Member rate: \$3,400
 - Nonmember rate: \$4,725

Special Feature

Snowplow season: Considerations for upfitting four-wheel-drive trucks



Tom Peterson
NTEA Board Chairman
President & CEO
Plymouth, Michigan

"As the final-stage manufacturer or alterer, you have an obligation to ensure the vehicle equipped with a snowplow continues to meet the required FMVSS."



Tom Peterson
NTEA Board Chairman
President & CEO
Plymouth, Michigan

- Half-page**
- Trim size: 8.5" w x 5" h
 - No bleed required
 - File type: CMYK, hi-res 300-dpi PDF
 - Member rate: \$1,200
 - Nonmember rate: \$1,625

Member News

Company announcements



Navis LP Corp. expands fleet performance capabilities



Navis LP Corp. expands fleet performance capabilities



Navis LP Corp. expands fleet performance capabilities



Navis LP Corp. expands fleet performance capabilities



Navis LP Corp. expands fleet performance capabilities



Navis LP Corp. expands fleet performance capabilities



Navis LP Corp. expands fleet performance capabilities

Truck Market Snapshot

Chassis sales and shipments improve in June

Month	2017	2018	% Change	2017	2018	% Change
June	1,111	1,244	12%	1,111	1,244	12%
Year-to-date	6,111	6,244	2%	6,111	6,244	2%

Month	2017	2018	% Change	2017	2018	% Change
June	1,111	1,244	12%	1,111	1,244	12%
Year-to-date	6,111	6,244	2%	6,111	6,244	2%

- Quarter-page**
- Trim size: 4.125" w x 5" h
 - No bleed required
 - File type: CMYK, hi-res 300-dpi PDF
 - Member rate: \$775
 - Nonmember rate: \$1,075

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). Art should be submitted to advertising@ntea.com. Billing occurs the second Tuesday of that issue's month.

Become an NTEA member to receive discounted rates. To learn more and join, visit ntea.com/join or contact info@ntea.com.

NTEA NEWS Digital ad dimensions and prices

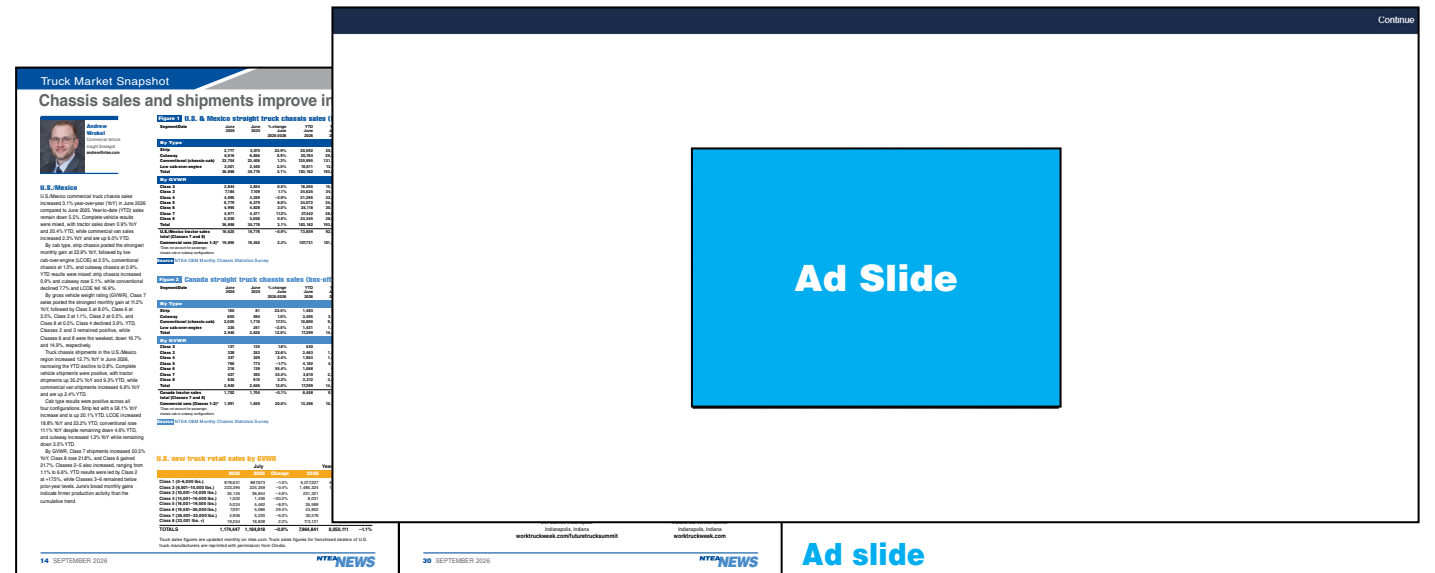
Each month, the print edition of NTEA News is converted to a digital magazine. Ad placements in the print edition will also appear in the digital edition. Digital ads will only appear in the digital edition at ntea.com/nteanews.

As readers click through the digital edition, your ad slide or video will pop up, enabling them to access more information.



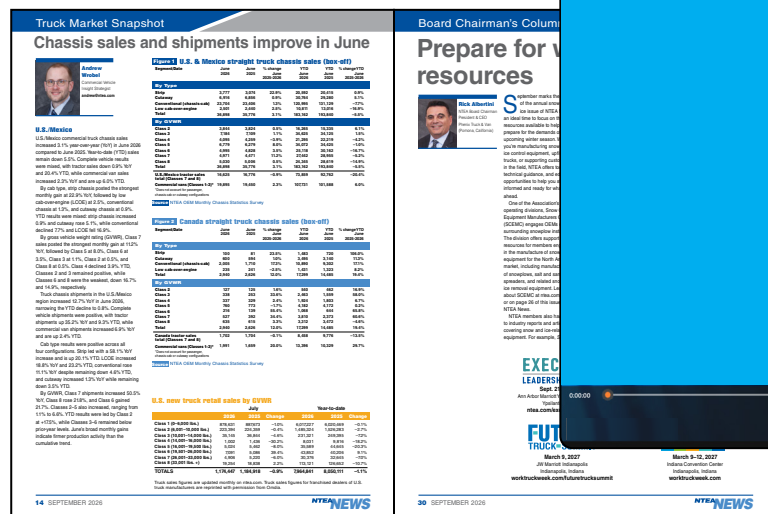
Presentation page

- Size: 9.75"w x 13"h (full page, left of cover page)
- File type: JPG, 96 dpi (with confirmed URL for hyperlink)
- Member rate: \$650
- Nonmember rate: \$875



Ad slide

- Size: 1200 pixels(w) x 650 pixels(h)
- File type: JPG, 96 dpi (with confirmed URL for hyperlink)
- Member rate:
 - 1st position: \$400
 - 2nd position: \$300
 - 3rd position: \$250
 - 4th position: \$200
- Nonmember rate:
 - 1st position: \$600
 - 2nd position: \$400
 - 3rd position: \$350
 - 4th position: \$300



Video

- Format: FLV, F4V, or MP4
- Recommended bitrate: Between 300–700 kb/s
- File size: Videos larger than 100 mb must be streamed through a third-party host such as YouTube or Vimeo
- Member rate: \$500
- Nonmember rate: \$625

Annual and multi-month NTEA News advertising bundle options are available — email kailey@ntea.com to learn more.

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

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ntea.com/join or contact info@ntea.com.

Additional advertising opportunities

NTEA Industry eBlast

Customized advertiser message delivered to NTEA's email audience

- **Distribution:** Industry eBlast space is limited. Each placement is reserved for one advertiser. Advertisers can select their preferred distribution date and time (ET) depending on current availability.
 - **January and February: one eBlast available per week** (8 distributions per year, limited to one advertiser per distribution)
 - **March–December: two eBlasts available per month** (20 distributions per year, limited to one advertiser per distribution)
- **Audience:** Work truck industry, including NTEA members and nonmembers
- **Circulation:** 35,000+ recipients
- **Options:** Advertisers can include custom graphics, videos, links, social media handles and more in their eBlast.
- **Size:** Graphics can be a maximum of 600 pixels(w), though height may vary.
- **Pricing per eBlast:**
 - Members: \$4,000
 - Nonmembers: \$5,200

Creative materials are due at least one week prior to selected distribution date to allow time for media insertion and draft approval.

Artwork should be submitted to advertising@ntea.com and kailey@ntea.com.

NTEA Member news

Free, member-exclusive opportunity

The Association features members' product, company, and personnel announcements in NTEA News and on ntea.com. To share your news, email a press release and high-resolution photo, if applicable, to caroline@ntea.com and wendi@ntea.com.

Once shared, visit ntea.com/membernews to view your news online. Announcements will appear in the NTEA News Member News column beginning on page 4, as time and space allows. NTEA members can view the digital edition of NTEA News at ntea.com/nteanews.

Become an
NTEA member to
receive discounted rates.
To learn more and join, visit

ntea.com/join or contact info@ntea.com.

Work Truck Week® advertising and 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.

Work Truck Week on-site sponsorships

On-site branded sponsorship opportunities for Work Truck Week 2027, held March 9–12, 2027, are also available for purchase. To view current availability and pricing, visit wtw27.exh.mapyourshow.com/7_0/marketing. For additional information, contact kailey@ntea.com.

Digital advertising

- **Work Truck Week News**
(monthly eNewsletter, Oct–Feb)
 - **Top banner ad:** \$5,000
 - **Middle banner ad:** \$4,000
 - **Anchor banner ad:** \$3,000
- **Live from Work Truck Week**
 - **Daily Newsletter Ad:** \$5,000
- **Worktruckweek.com**
 - **Top Banner Ad:** \$10,000
 - **Anchor Banner Ad:** \$10,000

Rates listed are for those companies exhibiting at Work Truck Week. Non-exhibiting companies can purchase sponsorships at 1.5x the listed rate.
Only those companies at or above the \$3,000 level are designated as sponsors of Work Truck Week and recognized in pre-event materials.

Print advertising

- Work Truck Week on-site event guide** (6,000 printed copies)
- **Full Page ad:** \$2,250
 - **Outside Back Cover:** \$5,250
 - **Inside Front Cover:** \$4,250
 - **Inside Back Cover:** \$4,250



Contact us

Ad/Sponsorship sales

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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.