



Advertising and marketing solutions

2022

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.

Our 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



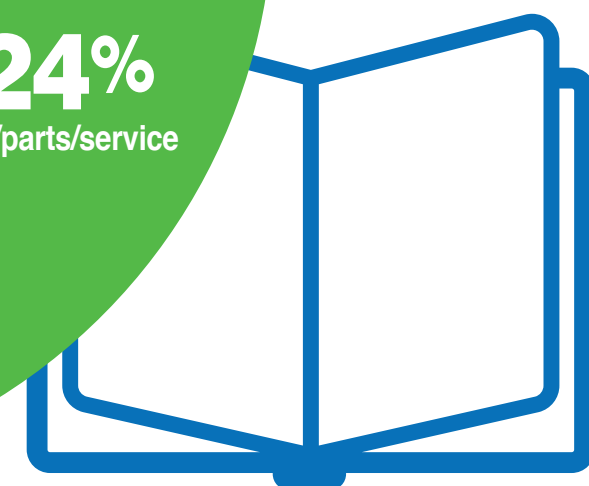
15,000
Expanded distribution for post-Work Truck Week® issue

10,900
Digital distribution

7,500+
Print distribution

5,500+
Average digital monthly pageviews

12
Issues per year



2022 editorial calendar

January 2022 Ad close Dec. 1 Ads due Dec. 10 2022 industry outlook issue Industry and economic expectations for the year ahead. Email info@ntea.com for additional features	February 2022 Ad close Jan. 3 Ads due Jan. 10 Industry products issue Upcoming and currently available commercial vehicle products. * Expanded distribution on-site at Work Truck Week 2022	March 2022 Ad close Feb. 1 Ads due Feb. 10 Fleet issue Truck fleet acquisition plans and areas of interest for 2022. * Expanded digital distribution to industry fleets	April 2022 Ad close March 1 Ads due March 10 WTW22 recap issue View an exclusive recap and photos from Work Truck Week 2022. * Expanded distribution to WTW22 attendees
May 2022 Ad close April 1 Ads due April 10 Market data issue Industry trends and market forecasts for 2022 and beyond. Special feature: Recognizing Member Verification Program companies	June 2022 Ad close May 1 Ads due May 10 Green issue Vehicle, equipment and technology trends. Special feature: Executive Leadership Summit program lineup	July 2022 Ad close June 1 Ads due June 10 Tech issue Commercial vehicle engineering insights and resources. Special feature: Truck Product Conference OEM preview	August 2022 Ad close July 1 Ads due July 10 Business conditions issue NTEA member expectations, challenges and opportunities for the rest of 2022 and beyond. * Expanded digital distribution to industry distributors and manufacturers
September 2022 Ad close Aug. 1 Ads due Aug. 10 Snowplow issue As snowplow season nears, what to know when working with customers and dealers. Special feature: Recognizing Generation Next members	October 2022 Ad close Sept. 1 Ads due Sept. 10 Work Truck Week 2023 preview issue What to expect at North America's largest work truck event. Email info@ntea.com for additional features	November 2022 Ad close Oct. 1 Ads due Oct. 10 Industry education issue Work Truck Week 2023 education preview. Special feature: Truck Product Conference recap	December 2022 Ad close Nov. 1 Ads due Nov. 10 Year in review issue NTEA highlights and new members during 2022. Email info@ntea.com for additional features



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In every issue

Affiliate Spotlight
Highlights NTEA affiliate divisions and committees.

Capitol Hill
Legislative and regulatory updates.

Market Intelligence
Industry data, trends and analysis.

Member News
Company, personnel and product news.

NTEA Chair's Column
Editorial from NTEA's current chair.

Tech Connections
Work truck technical and engineering insights.

Tech Trends
Resources and solutions for current technical issues.

Truck Market Snapshot
Monthly OEM chassis sales and trends.

Regular features

Business Insurance
Industry insurance options and coverages.

Excise Tax Enquirer
Federal Excise Tax questions and answers.

Fleet Perspective
Tips for understanding fleet customers' needs.

Generation Next
Workforce development tips from Generation Next's Board of Governors.

Industry Outlook
Market trends and indicators.

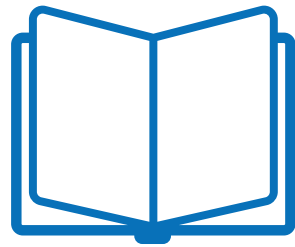
Profit Report
Financial insights and scenarios.

Whitepapers
Commercial vehicle safety and efficiency insights from NTEA experts.

ntea.com/advertising

NTEA NEWS

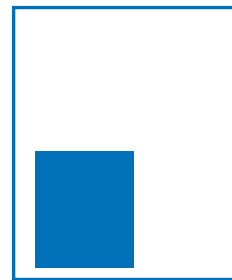
NTEA News ad opportunities and pricing



Print ads

Ad size	Dimensions (inches)	2022 member rates	2022 nonmember rates
Quarter page	4.125 x 5	\$775	\$1,075
Half-page vertical	4.125 x 10	\$1,200	\$1,625
Half-page horizontal	8.5 x 5	\$1,200	\$1,625
Two-thirds page	6.25 x 8	\$1,375	\$1,875
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 front cover	9.75 x 13	\$2,900	\$4,000

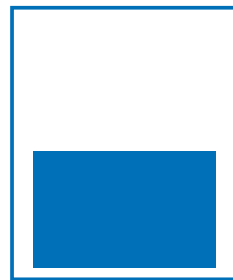
Due to the limited size of this publication, special placement requests will be considered but not guaranteed. For print ads, commission is 15% of gross billing to recognized agencies.



Quarter page



Half-page vertical



Half-page horizontal



Two-thirds page



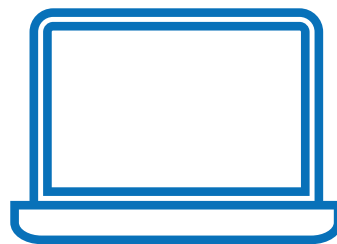
Full page



Spread



Inside or outside back cover



Digital ads and videos

Ad size	Dimensions	2022 member rates	2022 nonmember rates
Presentation page (full page, left of center)	9.75 x 13 inches	\$650	\$875
Ad slide	1200 x 850 pixels	\$375 (in first third)	\$525 (in first third)
		\$225 (in first half)	\$300 (in first half)
Video	See specs left	\$500 (in first third)	\$625 (in first third)
		\$225 (In first two-thirds)	\$300 (In first two-thirds)

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

Digital ad specs – JPG, 96 dpi, with confirmed URL for hyperlink. Videos must be in 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.

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

More opportunities



E-newsletters*

A variety of ad sizes and options are offered in NTEA's e-newsletters, tailored by topic and audience.

Enhanced member directory

Increase brand visibility by upgrading your listing on NTEA's member directory, one of the most visited pages on ntea.com. Learn more and upgrade at ntea.com/enhancedlisting.

Other digital options*

For additional opportunities, NTEA partners with MultiView on digital marketing solutions.



Webinars*

This premier placement makes your company the official supporter of NTEA webinars.

Website*

Ad placement is available on a limited number of high-traffic ntea.com pages.

*Email kathy@ntea.com for current availability.

Members get more for less

NTEA offers members free options to promote their companies and strengthen their industry position

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 summer@ntea.com.

JobLink

NTEA's JobLink connects individuals seeking employment in the work truck industry with companies in need of personnel. This service is free to members (\$195 per job listing for nonmembers). Visit ntea.com/jobs for details.

Moment in Time

Celebrate your successes and history. Each Thursday, a member company is highlighted at ntea.com/momentintime and NTEA's Facebook and Twitter pages. To be included, send your photo and caption — including era/year — to laura@ntea.com.

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