



# 2017 NTDA Membership Directory Advertising Contract & Insertion Order Form

Advertising contract and artwork due no later than **March 10, 2017**.

Company Name		
Contact	Title	
E-mail	Web Site	
Advertising Agency (if applicable)		
Advertising Agency Contact		
Who is responsible for billing? <input type="checkbox"/> Member <input type="checkbox"/> Ad Agency To whom and where should invoice be forwarded (pre-payment preferred)?		
Billing Contact	E-mail	
Billing Address		
City	State	Zip
Phone	Fax	
Signature		

Final Size	Full-Color	Position	Price	Indicate Ad Selection Below
11" x 17"	Yes	Two-Page Spread	\$1,500	
8.5" x 11"	Yes	Back Cover	\$1,200	
8.5" x 11"	Yes	Inside Front Cover	\$800	
8.5" x 11"	Yes	Inside Back Cover	\$800	
8.5" x 11"	Yes	Full-Page Inside	\$775	
8.5" x 5.5"	Yes	Half-Page Inside	\$525	
Enhanced Directory Listing (See P. 19 of <i>NTDA Marketing Guide</i> for more information.)			\$149	
<b>Full-page advertisers receive a free Enhanced Listing!</b>			FREE	



Total Payment Due: \$ \_\_\_\_\_

Location of ad placement within the NTDA Membership Directory is at the discretion of the NTDA. To designate a specific page # or placement in the book (excludes inside front, inside back, and back covers) add an additional \$25. Please place our ad on Page \_\_\_\_\_ of the Directory. The Directory will be published Spring 2017. NTDA will notify you if requested space is unavailable.

### Specifications & Submission

Submit a 300 dpi or higher, CMYK format .pdf to [ads@ntda.org](mailto:ads@ntda.org). No spot colors, RGB, or non-CMYK color formats accepted. All fonts must be included and TrueType fonts are not acceptable. Add an extra 1/4" (0.25") on all sides for bleeds. Do not place text or graphics too close to edges or trim areas. Include printer crop marks.

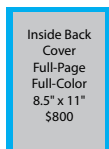
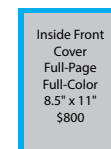
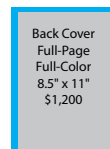
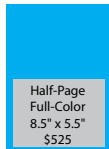
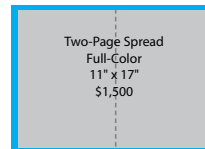
### Insertion Order & Payment Requirements

Previous advertisers (e.g., 2016) have the first right of refusal for ad space through Feb. 3, 2017. After that, all members may purchase available advertising space. All ads submitted for NTDA require a completed insertion order form. A 5% discount applies for pre-paid advertisements. Cancellation of pending ads will be subject to a 25% cancellation fee. See P. 18 of the *NTDA Marketing Guide* for other insertion order details.

**PAYMENT: FOR CREDIT CARD PAYMENTS, PLEASE SUBMIT ENCLOSED CREDIT CARD AUTHORIZATION FORM.**

**CHECK HERE IF YOU WISH TO BE INVOICED. PAYMENT DUE 30 DAYS FROM INVOICE DATE IN US FUNDS.**

### NTDA Membership Directory Ad Specifications



RETURN FORMS TO: NATIONAL TRAILER DEALERS ASSOCIATION

9864 E. GRAND RIVER AVE., STE. 110-290 • BRIGHTON, MI 48116 • [ads@ntda.org](mailto:ads@ntda.org) • FAX: (517) 586-4021 • [www.ntda.org](http://www.ntda.org)



# 2017 TrailerTalk Print Newsletter Advertising Contract & Insertion Order Form

Company Name

Contact Title

E-mail Web Site

Advertising Agency (if applicable)

Advertising Agency Contact

Who is responsible for billing?  Member  Ad Agency To whom and where should invoice be forwarded (pre-payment preferred)?

Billing Contact E-mail

Billing Address

City State Zip

Phone Fax

Signature

Final Size	Full-Color	Position	Price	Indicate Ad Size & # of Months Below
11" x 17"	Yes	Two-Page Spread	\$1,500	
8.5" x 11"	Yes	Back Cover	\$825	
8.5" x 11"	Yes	Inside Front Cover	\$800	
8.5" x 11"	Yes	Inside Back Cover	\$800	
8.5" x 11"	Yes	Full-Page Inside	\$775	
8.5" x 5.5"	Yes	Half-Page Inside	\$525	



Total Payment Due: \$\_\_\_\_\_

**Full-year, full-page advertisers (all six issues) receive a free job posting ad (a \$149 value). See P. 20 of Marketing Guide for details.**

Location of ad placement within the TrailerTalk is at the discretion of the NTDA. Designate a specific page # or placement in the book (excludes inside front, inside back, and back covers) — add an additional \$25. Please place our ad on Page \_\_\_\_\_ of the TrailerTalk.

**Artwork due dates:**

January/February 2017 (Bonus Circulation) <i>Deadline: 1/13/17</i> _____ Size	March/April 2017 <i>Deadline: 3/3/17</i> _____ Size	May/June 2017 (Pre-Convention) <i>Deadline: 5/5/17</i> _____ Size
July/August 2017 (Pre-Convention Issue) <i>Deadline: 7/7/17</i> _____ Size	September/October 2017 (Pre-Convention) <i>Deadline: 9/1/17</i> _____ Size	November/December 2017 (Annual Report Issue) <i>Deadline: 11/3/17</i> _____ Size

**Specifications & Submission**

Submit a 300 dpi or higher, CMYK format .pdf to [ads@ntda.org](mailto:ads@ntda.org). No spot colors, RGB, or non-CMYK color formats accepted. All fonts must be included and TrueType fonts are not acceptable. Add an extra 1/4" (0.25") on all sides for bleeds. Do not place text or graphics too close to edges or trim areas. Include printer crop marks.

**Insertion Order & Payment Requirements**

Previous advertisers (e.g., 2016) have the first right of refusal for ad space through Feb. 3, 2017. After that, all members may purchase available advertising space. All ads submitted for NTDA require a completed insertion order form. A 5% discount applies for pre-paid advertisements. Cancellation of pending ads will be subject to a 25% cancellation fee. See P. 18 of the *NTDA Marketing Guide* for other insertion order details.

**PAYMENT: FOR CREDIT CARD PAYMENTS, PLEASE SUBMIT ENCLOSED CREDIT CARD AUTHORIZATION FORM.**

**\_\_\_\_\_ CHECK HERE IF YOU WISH TO BE INVOICED.**

**TrailerTalk Ad Specifications**

Two-Page Spread  
Full-Color  
11" x 17"  
\$1,500

Full bleed = 11.50" x 17.50"  
No Bleed = 10.50" x 16.50"

Inside Full-Page  
Full-Color  
8.5" x 11"  
\$775

Full Bleed = 9" x 11.50"  
No Bleed = 8" x 10.50"

Half-Page  
Full-Color  
8.5" x 5.5"  
\$525

Full Bleed = 9" x 6"  
No Bleed = 8" x 5"

Back Cover  
Full-Page  
Full-Color  
8.5" x 11"  
\$825

Full Bleed = 9" x 11.50"  
No Bleed = 8" x 10.50"

Inside Front Cover  
Full-Page  
Full-Color  
8.5" x 11"  
\$800

Full Bleed = 9" x 11.50"  
No Bleed = 8" x 10.50"

Inside Back Cover  
Full-Page  
Full-Color  
8.5" x 11"  
\$800

Full Bleed = 9" x 11.50"  
No Bleed = 8" x 10.50"

**RETURN FORMS TO: NATIONAL TRAILER DEALERS ASSOCIATION**

**9864 E. GRAND RIVER AVE., STE. 110-290 • BRIGHTON, MI 48116 • [ads@ntda.org](mailto:ads@ntda.org) • FAX: (517) 586-4021 • [www.ntda.org](http://www.ntda.org)**



# 2017 NTDA eNews Banner Advertising Contract & Insertion Order Form

Company Name		
Contact	Title	
E-mail	Web Site	
Advertising Agency (if applicable)		
Advertising Agency Contact		
Who is responsible for billing? <input type="checkbox"/> Member <input type="checkbox"/> Ad Agency To whom and where should invoice be forwarded (pre-payment preferred)?		
Billing Contact	E-mail	
Billing Address		
City	State	Zip
Phone	Fax	
Signature		

NTDA eNews	Ad Type	Dimensions	Web Link	Price	Indicate Total # of Months Below
	NTDA eNews Banner	900 x 232 pixels	Yes	\$200 per month*	

Total Payment Due: \$ \_\_\_\_\_

*\*The \$200 rate includes banner ads in two issues of NTDA News Alert within a given month except during October. Advertisers are charged \$100 for October. The NTDA News Alert is published on approximately the 15th and 30th of each month. See artwork deadlines below. Location of ad placement within the NTDA eNews is at the discretion of the NTDA. To request the "top half" of NTDA eNews, add \$25 per issue or \$50 per month.*

## Artwork due dates:

<b>Jan. (two issues)</b> Artwork Deadlines: 1/11/17 and 1/29/17 _____ Issue(s)	<b>Feb. (two issues)</b> Artwork Deadlines: 2/13/17 and 2/24/17 _____ Issue(s)	<b>March (two issues)</b> Artwork Deadlines: 3/13/17 and 3/29/17 _____ Issue(s)	<b>April (two issues)</b> Artwork Deadlines: 4/13/17 and 4/27/17 _____ Issue(s)	<b>May (two issues)</b> Artwork Deadlines: 5/11/17 and 5/29/17 _____ Issue(s)	<b>June (two issues)</b> Artwork Deadlines: 6/13/17 and 6/28/17 _____ Issue(s)
<b>July (two issues)</b> Artwork Deadlines: 7/12/17 and 7/27/17 _____ Issue(s)	<b>Aug. (two issues)</b> Artwork Deadlines: 8/11/17 and 8/29/17 _____ Issue(s)	<b>Sept. (two issues)</b> Artwork Deadlines: 9/13/17 and 9/27/17 _____ Issue(s)	<b>Oct. (one issue)</b> Artwork Deadline: 10/27/17 _____ Issue	<b>Nov. (two issues)</b> Artwork Deadlines: 11/13/17 and 11/28/17 _____ Issue(s)	<b>Dec. (two issues)</b> Artwork Deadlines: 12/13/17 and 12/28/17 _____ Issue(s)

### Specifications & Submission

Banner ad links to the URL of your choice. The program used to distribute the e-newsletter does not support Flash. Send 75- to 300-dpi .jpg files (RGB format) to [ads@ntda.org](mailto:ads@ntda.org). Animated .gif files also accepted.

### NTDA eNews

Banner Ad  
 900 x 232 pixels  
 \$200 per month



### Insertion Order & Payment Requirements

Previous advertisers (e.g., 2016) have the first right of refusal for ad space through Feb. 3, 2017. After that, all members may purchase available advertising space. All ads submitted for NTDA require a completed insertion order form. A 5% discount applies for pre-paid advertisements. Cancellation of pending ads will be subject to a 25% cancellation fee. See P. 18 of the *NTDA Marketing Guide* for other insertion order details.

**PAYMENT: FOR CREDIT CARD PAYMENTS, PLEASE SUBMIT ENCLOSED CREDIT CARD AUTHORIZATION FORM.**  
 \_\_\_\_\_ CHECK HERE IF YOU WISH TO BE INVOICED. PAYMENT DUE 30 DAYS FROM INVOICE DATE IN US FUNDS.



# 2017 Web Site Banner Advertising Contract & Insertion Order Form

Company Name		
Contact	Title	
E-mail	Web Site	
Advertising Agency (if applicable)		
Advertising Agency Contact		
Who is responsible for billing? <input type="checkbox"/> Member <input type="checkbox"/> Ad Agency		To whom and where should invoice be forwarded (pre-payment preferred)?
Billing Contact	E-mail	
Billing Address		
City	State	Zip
Phone	Fax	
Signature		

www.ntda.org

Ad Type	Dimensions	Web Link	Price	Indicate Total # of Months Below
Web Site Banner	542 x 116 pixels	Yes	\$200 per month	
Web Column Ad	188 x 116 pixels	Yes	\$99 per month	



Total Payment Due: \$ \_\_\_\_\_

Banner Ad  
542 x 116 pixels  
\$200 per month

\$99 per month    Column Ad  
188 x 116 pixels

**Specifications & Submission**

Send 75- to 300-dpi .jpg files (RGB format) to [ads@ntda.org](mailto:ads@ntda.org). Animated .gif files also accepted. Ads will be posted within three business days following receipt of ad artwork. Banner/column ad links to the URL of your choice. NTDA.org does not support Flash.

**Insertion Order & Payment Requirements**

Previous advertisers (e.g., 2016) have the first right of refusal for ad space through Feb. 3, 2017. After that, all members may purchase available advertising space. All ads submitted for NTDA require a completed insertion order form. A 5% discount applies for pre-paid advertisements. Cancellation of pending ads will be subject to a 25% cancellation fee. See P. 18 of the *NTDA Marketing Guide* for other insertion order details.

**PAYMENT: FOR CREDIT CARD PAYMENTS, PLEASE SUBMIT ENCLOSED CREDIT CARD AUTHORIZATION FORM.**  
 **CHECK HERE IF YOU WISH TO BE INVOICED. PAYMENT DUE 30 DAYS FROM INVOICE DATE IN US FUNDS.**



# 2017 NTDA Convention Event Guide Advertising Contract & Insertion Order Form

**Advertising contract and artwork due no later than August 11, 2017.**

Company Name		
Contact	Title	
E-mail	Web Site	
Advertising Agency (if applicable)		
Advertising Agency Contact		
Who is responsible for billing? <input type="checkbox"/> Member <input type="checkbox"/> Ad Agency To whom and where should invoice be forwarded (pre-payment preferred)?		
Billing Contact	E-mail	
Billing Address		
City	State	Zip
Phone	Fax	
Signature		

Final Size	Full Color	Position	Price	Indicate Ad Selection Below
11" x 8.5"	Yes	Two-Page Spread	\$1,500	
5.5" x 8.5"	Yes	Back Cover	\$800	
5.5" x 8.5"	Yes	Inside Front Cover	\$775	
5.5" x 8.5"	Yes	Inside Back Cover	\$775	
5.5" x 8.5"	Yes	Full-Page Inside	\$750	



Total Payment Due: \$ \_\_\_\_\_

*Location of ad placement within the NTDA Convention Event Guide is at the discretion of the NTDA. To designate a specific page # or placement in the book (excludes inside front, inside back, and back covers) add an additional \$25. Please place our ad on Page \_\_\_\_\_ of the Guide. NTDA will notify you if requested space is unavailable.*

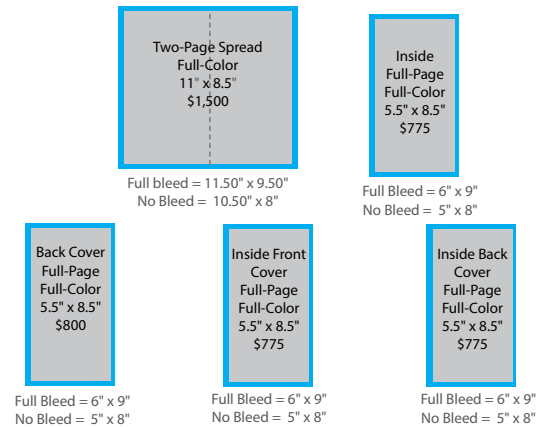
### Specifications & Submission

Submit a 300 dpi or higher, CMYK format .pdf to [ads@ntda.org](mailto:ads@ntda.org). No spot colors, RGB, or non-CMYK color formats accepted. All fonts must be included and TrueType fonts are not acceptable. Add an extra 1/4" (0.25") on all sides for bleeds. Do not place text or graphics too close to edges or trim areas. Include printer crop marks. The printer/publisher and NTDA are not responsible for color complaints or sizing/trim issues if ads are not submitted in the correctly specified format. The NTDA is not responsible for spelling or formatting errors in advertisements supplied by members.

### Insertion Order & Payment Requirements

Previous advertisers (e.g., 2016) have the first right of refusal for ad space through Feb. 3, 2017. After that, all members may purchase available advertising space. All ads submitted for NTDA require a completed insertion order form. A 5% discount applies for pre-paid advertisements. Cancellation of pending ads will be subject to a 25% cancellation fee. See P. 18 of the *NTDA Marketing Guide* for other insertion order details.

### Convention Event Guide Ad Specifications



**PAYMENT: FOR CREDIT CARD PAYMENTS, PLEASE SUBMIT ENCLOSED CREDIT CARD AUTHORIZATION FORM.**

**\_\_\_\_\_ CHECK HERE IF YOU WISH TO BE INVOICED. PAYMENT DUE 30 DAYS FROM INVOICE DATE IN US FUNDS.**



# 2017 NTDA Sponsored E-Blast Advertising Contract & Insertion Order Form

Company Name		
Contact	Title	
E-mail	Web Site	
Advertising Agency (if applicable)		
Advertising Agency Contact		
Who is responsible for billing? <input type="checkbox"/> Member <input type="checkbox"/> Ad Agency		
To whom and where should invoice be forwarded (pre-payment preferred)?		
Billing Contact	E-mail	
Billing Address		
City	State	Zip
Phone	Fax	

Signature

## SPONSORED E-BLAST

The NTDA is offering a new service to help you get your message out to the trailer industry. E-mail continues to be one of the most effective marketing tools. Send a one-time e-blast of which you are the sole sponsor. Include your company or product promotional message and product images.

Fees below include layout/design in Dreamweaver (HTML format), one round of edits/changes and distribution.

Distribution	Price	Indicate Anticipated Date of Distribution
Targeted Job Titles	\$799	
NTDA Main Contacts	\$899	
All NTDA Members and Prospective Members	\$999	

Total Payment Due: \$\_\_\_\_\_

### Specifications & Submission

Member to provide content and graphics. Limit of up to 12 total graphics per e-blast. Content may be supplied in Microsoft Word. Send 75- to 300-dpi .jpg graphics/image files (RGB format) to [ads@ntda.org](mailto:ads@ntda.org).

### Insertion Order & Payment Requirements

All ads submitted for NTDA require a completed insertion order form. A 5% discount applies for pre-paid advertisements. Cancellation of pending ads will be subject to a 25% cancellation fee. See P. 18 of the *NTDA Marketing Guide* for other insertion order details.

**PAYMENT: FOR CREDIT CARD PAYMENTS, PLEASE SUBMIT ENCLOSED CREDIT CARD AUTHORIZATION FORM.**

**\_\_\_\_\_ CHECK HERE IF YOU WISH TO BE INVOICED. PAYMENT DUE 30 DAYS FROM INVOICE DATE IN US FUNDS.**



# 2017 NTDA Job Postings Advertising Contract & Insertion Order Form

Company Name		
Contact	Title	
E-mail	Web Site	
Advertising Agency (if applicable)		
Advertising Agency Contact		
Who is responsible for billing? <input type="checkbox"/> Member <input type="checkbox"/> Ad Agency To whom and where should invoice be forwarded (pre-payment preferred)?		
Billing Contact	E-mail	
Billing Address		
City	State	Zip
Phone	Fax	

Signature

## JOB POSTING CLASSIFIED ADS

The NTDA now offers you the ability to reach the entire trailer industry with your job postings! Include up to 100 words. Let the NTDA help you to find your next sales manager, general manager, technician, or other staff members. Submit your ad copy and include the following:

- Job Title
- Position Description
- Required Skills
- Salary or Hourly Pay Information
- Available Benefits (if applicable)
- Job Location
- Other Important Job-related Details
- Contact Information.

Posting Length	Price	Indicate Total # of Postings Below and Start Date of Each Posting
30 Days	\$149	
60 Days	\$249	
90 Days	\$349	

Total Payment Due: \$ \_\_\_\_\_

### Specifications & Submission

Submit job posting copy to [ads@ntda.org](mailto:ads@ntda.org).

### Insertion Order & Payment Requirements

All ads submitted for NTDA require a completed insertion order form. A 5% discount applies for pre-paid advertisements. Cancellation of pending ads will be subject to a 25% cancellation fee. See P. 18 of the *NTDA Marketing Guide* for other insertion order details.

**PAYMENT: FOR CREDIT CARD PAYMENTS, PLEASE SUBMIT ENCLOSED CREDIT CARD AUTHORIZATION FORM.**

**\_\_\_\_\_ CHECK HERE IF YOU WISH TO BE INVOICED. PAYMENT DUE 30 DAYS FROM INVOICE DATE IN US FUNDS.**

RETURN FORMS TO: NATIONAL TRAILER DEALERS ASSOCIATION

9864 E. GRAND RIVER AVE., STE. 110-290 • BRIGHTON, MI 48116 • [ads@ntda.org](mailto:ads@ntda.org) • FAX: (517) 586-4021 • [www.ntda.org](http://www.ntda.org)



# National Trailer Dealers Association Credit Card Payment Authorization Form

Apply Payment to Invoice(s)# \_\_\_\_\_ In the Amount of \$ \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_ Phone \_\_\_\_\_

Contact \_\_\_\_\_

**NTDA Accepts:** (Circle one) **Visa, Mastercard or AMEX**

Name on Card \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code/CVV # \_\_\_\_\_ (Required)

Signature: \_\_\_\_\_

VISA/MASTERCARD



A 3-digit number in reverse italics on the back of your credit card

AMERICAN EXPRESS



A 4-digit number on the front, just above your credit card number

**Return Completed Form to:**  
Fax: (517) 586-4021 or E-mail: [gwen@ntda.org](mailto:gwen@ntda.org)

**Mail checks to:**  
National Trailer Dealers Association  
9864 E. Grand River Ave., Ste. 110-290  
Brighton, MI 48116

**Questions?**  
**Gwen Brown, NTDA President**  
Toll-free: 1-800-800-4552  
Phone: (810) 229-5960  
E-mail: [gwen@ntda.org](mailto:gwen@ntda.org)