



NTDA MEDIA KIT 2020

About NTDA

Connecting the Trailer Industry Throughout North America Since 1990

An Invitation to Advertise from NTDA President Gwen Brown

ABOUT NTDA

P2

WHY ADVERTISE

P3

MARKET OUTLOOK

NEWSLETTER

P4

MEMBERSHIP

DIRECTORY

P5

TRAILERTALK

P6-7

EDITORIAL

CALENDAR

P8-9

ENEWS

P10

WWW.NTDA.ORG

P11

EVENT GUIDE

P12

ADDITIONAL

SERVICES

P13

AD RATES

P14

AD SPECIFICATIONS

P15

The National Trailer Dealers Association (NTDA) invites you to advertise in our industry-specific, multimedia publications.

There has never been a better opportunity to promote your brand to the semi-trailer industry, and no organization has the breadth and quality of membership as the NTDA. The Association represents nearly 1,000 companies that sell, manufacture, lease, and repair semi-trailers and trailer parts and accessories throughout North America.

We connect you directly with the key decision-makers in this evolving industry through our growing membership, our publications, our training seminars, via social media, through our board of industry executives, and at our hugely popular annual Convention and golf tournament/scholarship fundraiser. To reach the owners, sales managers, service managers, parts managers, branch managers and all senior decision-makers in the semi-trailer industry, there is simply no better vehicle than through the NTDA's media outlets.

The NTDA's *TrailerTalk* (bi-monthly print newsletter), *NTDA eNews* (bi-weekly electronic newsletter), the *NTDA Market Outlook* newsletter, and our heavily trafficked Web site, as well as other channels put you directly in front of your biggest customers — industry leaders who trust us to bring them news, information and networking resources to help them do more business together. Consider that over 88% of our *TrailerTalk* subscribers are owners, dealer principals, presidents, CEOs, general managers and/or branch managers — each decision-makers about your semi-trailer products and services.

Sincerely,

Gwendolyn Brown
President



NTDA news content is available to registered readers via computer, tablet and mobile devices on www.ntda.org.

Why Advertise in NTDA's Publications?

The Most Effective, Targeted Media in the Trailer Industry



ENHANCE YOUR COMPANY'S BRAND AWARENESS.

GENERATE SALES, INCREASE LEADS AND ACQUIRE NEW CUSTOMERS.



**MAXIMIZE YOUR EXPOSURE AND SAVE MONEY.
(OUR COMPETITORS CHARGE UP TO \$4,000 FOR ONE FULL-PAGE AD!)**

ENGAGE TOP-LEVEL TRAILER DEALER DECISION MAKERS AND INDUSTRY PROFESSIONALS ALL YEAR LONG.



CONNECT WITH YOUR TARGET MARKET OF UP TO 4,525 PROFESSIONAL INDUSTRY CONTACTS AT 1,000 NTDA MEMBER COMPANIES AND PROSPECTIVE MEMBERS.

INFLUENCE 2,000 TRAILERTALK SUBSCRIBERS. MARKET YOUR COMPANY AND PRODUCTS TO 4,525 ENEWS SUBSCRIBERS.



DISPLAY YOUR BANNER AD TO 200,000 ANNUAL WEB SITE VISITORS WHO INCLUDE NTDA MEMBERS, FLEET CUSTOMERS AND TRAILER PURCHASING DECISION-MAKERS.

NTDA news content is available to registered readers via computer, tablet and mobile devices on www.ntda.org.



NTDA Market Outlook Newsletter

Published Quarterly

Full Color



The *NTDA Market Outlook* delivers information regarding new technology, actionable data, useful charts, analysis and stories impacting the trailer industry. This quarterly publication can be downloaded free-of-charge by members in the Member Section of the NTDA Web site and a link is e-mailed to all member contacts who have provided an accurate e-mail address to the NTDA. For members who wish to purchase a printed copy of the publication, it is available for an annual subscription fee for \$49; nonmembers pay \$89.



2,225
Subscribers

SPECIAL OFFER

Purchase 3 full-page, four-color display ads and get the 4th ad free!

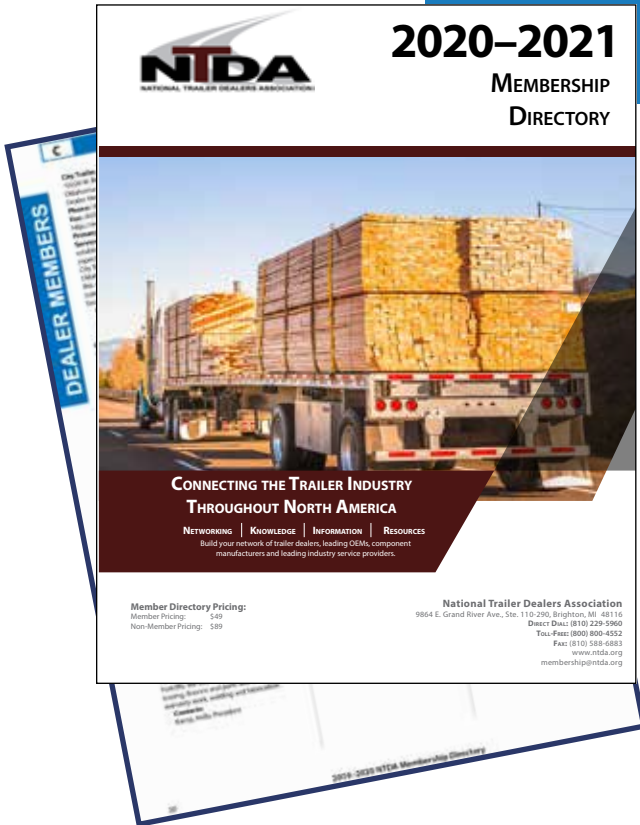


NTDA Membership Directory

**PRINT & ONLINE
VERSIONS**



2,000+
Subscribers



Trailer industry leaders consider the annual *NTDA Membership Directory* an invaluable resource. As another value-added resource, the Directory is also available as an online Flip Book. Members are also listed in a searchable online directory. This essential guide reaches qualified industry decision-makers and features detailed company information cross-referenced geographically and by last name. Allied members are also listed by company type. Each member receives a free digital copy of the Directory and copies are distributed at a variety of industry trade shows, including The Work Truck Show, Mid-America Trucking Show, Truck World Canada, and other industry events. Printed copies are available for \$50 each (includes shipping and handling). See ad specifications and artwork submission information on Page 15.



ENHANCED DIRECTORY LISTING

Do you have a limited budget but still want to showcase your products and services? The NTDA also offers members the option of an enhanced Directory listing for \$149 (includes Dealer primary and branch location listings) that is composed of your company logo, up to a 75-word company, product or service description, and additional highlighting to make your listing stand out. Enhanced listings will be published in the Directory. Logos must be submitted as a 300 dpi, high-resolution .jpg or .eps format (created in Illustrator). **Full-page Membership Directory advertisers receive a free Enhanced Directory Listing.**



TRAILERTALK



PRINT NEWSLETTER



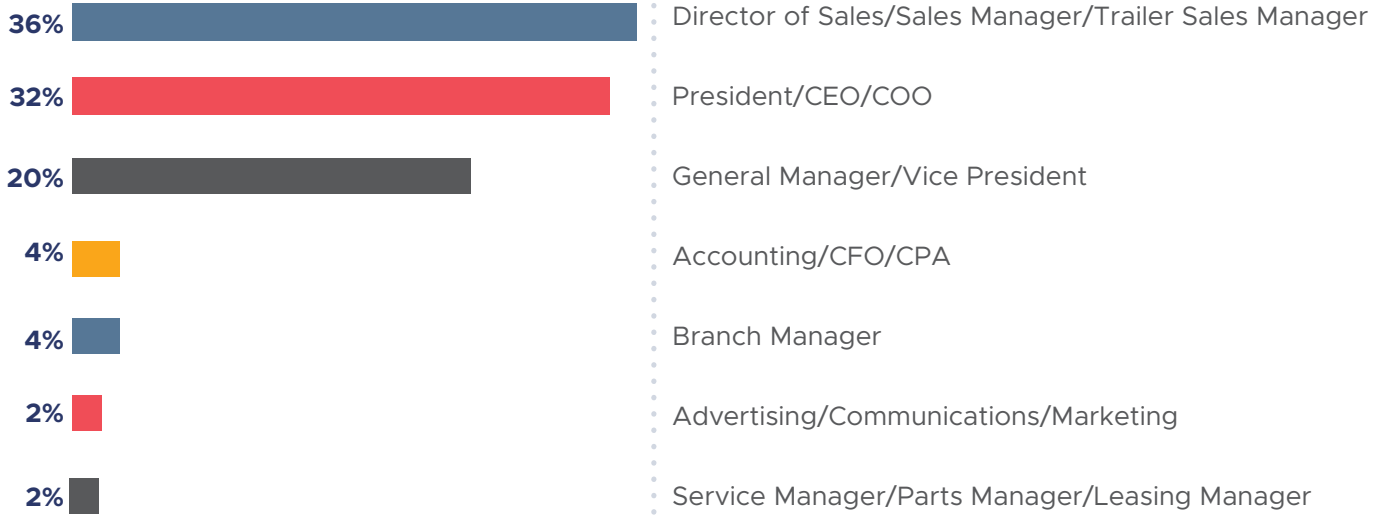
2,000+
Subscribers

Promote your brand to trailer dealer principals and key decision-makers! Full-page or half-page ads in *TrailerTalk* are a great way to advertise your company's latest products and services, and direct dealers and customers to your sales staff or Web site for more information. See ad specifications and artwork submission information on Page 15.



Who Subscribes to TRAILERTALK?

% OF TRAILERTALK SUBSCRIBERS BY JOB TITLE



EDITORIAL PROFILE

Reach up to 2,000 industry professionals — including all NTDA member companies — by advertising in *TrailerTalk*, a four-color newsletter published six times per year. *TrailerTalk* features timely updates and information vital to trailer industry firms, including member news, legislative and regulatory advisories, economic forecasts, business improvement tips, Association news, event information and industry resources, and much more. *TrailerTalk* is available digitally, and as an online Flipbook to registered users on the NTDA Web site, www.ntda.org. Advertisers receive a free print subscription to *TrailerTalk*.

TRAILERTALK Contents

Feature Articles

In-depth review, analysis and insights about issues impacting the North American trailer market.



Special Reports

NTDA Convention & Exhibition highlights; industry regulatory and legislative updates; emerging technologies; business development tools, safety, best practices, and much more.

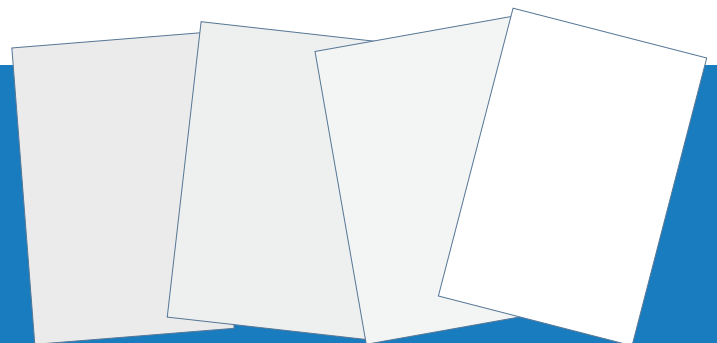
Regular Features

1. North American Focus — U.S., Canada & Mexico
2. New Products — Learn about new and exciting products from NTDA members
3. Webinar & Seminar Calendar — Attend NTDA educational programs throughout the year.



Print Advertising

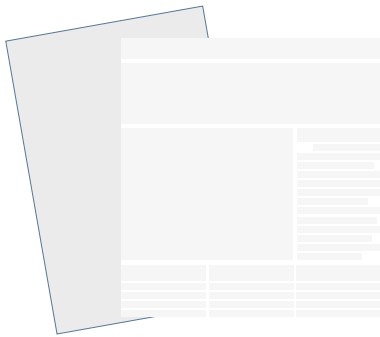
High-profile full and half-page print advertisements are available in each edition.



TRAILERTALK Editorial Calendar

Each issue includes the following regular features:

- **Members Company, Product and Personnel News**
- **New Members**
- **Association News; Networking Opportunities**
- **Freight/Economic Updates**
- **Legislative Regulatory Updates**
- **Webinar and Seminar Offerings**
- **Program and Service Updates**
- **Survey/Market Data Participation Opportunities**



January/February:

Bonus Circulation at Work Truck Show 2020

- Economic Trends and Predictions for 2020
- 30th Annual Convention Housing Information
- 30th Annual Convention Keynote Speaker Announcement

March/April:

Bonus Circulation at MATS 2020 & Truck World Canada

- 30th Annual Convention Registration Overview
- 30th Annual Convention Housing Overview
- 30th Annual Convention Golf Tournament & Scholarship Fundraiser Information
- 30th Annual Convention Exhibitor List & Floor Plan
- 30th Annual Convention Sponsors
- 30th Annual Convention Airline and Rental Car Discount Information
- 2020–2021 Executive Committee Election Results
- Candidate Openings for 2020–2021 Board of Directors
- NTDA Scholarship Application Available/Deadline Announcement



May/June:

Pre-Convention Coverage

- 30th Annual Convention Optional Tours/Activity Overview
- 30th Annual Convention Overflow Hotel Information
- 30th Annual Convention Schedule-at-a-Glance
- 30th Annual Convention Frequently Asked Questions
- NTDA Scholarship Application Available/Deadline Reminder



2020

Planner

Special Editions:

Be sure to secure your placement in special editions of *TrailerTalk*. Gain additional exposure through bonus circulation in the January/February issue that is distributed to visitors at The Work Truck Show, Mid-America Trucking Show, Truck World Canada, the NTDA Convention & Exhibition, the North American Commercial Vehicle Show, as well as other industry events. The May/June, July/August and September/October editions feature exclusive NTDA Convention coverage. The November/December issue includes the Association's Annual Report.



July/August:

Bonus Circulation at NTDA Convention

Special Pre-Convention Edition

New Board Members to be Installed at 30th Annual NTDA Convention
Special Pre-Convention Coverage of Educational Programs and Events



September/October:

Convention Wrap-up Edition

Economic Trends and Predictions for 2020
30th Annual NTDA Convention Highlights/Overview
Meet the New NTDA Chairman of the Board



November/December:

Annual Report Edition

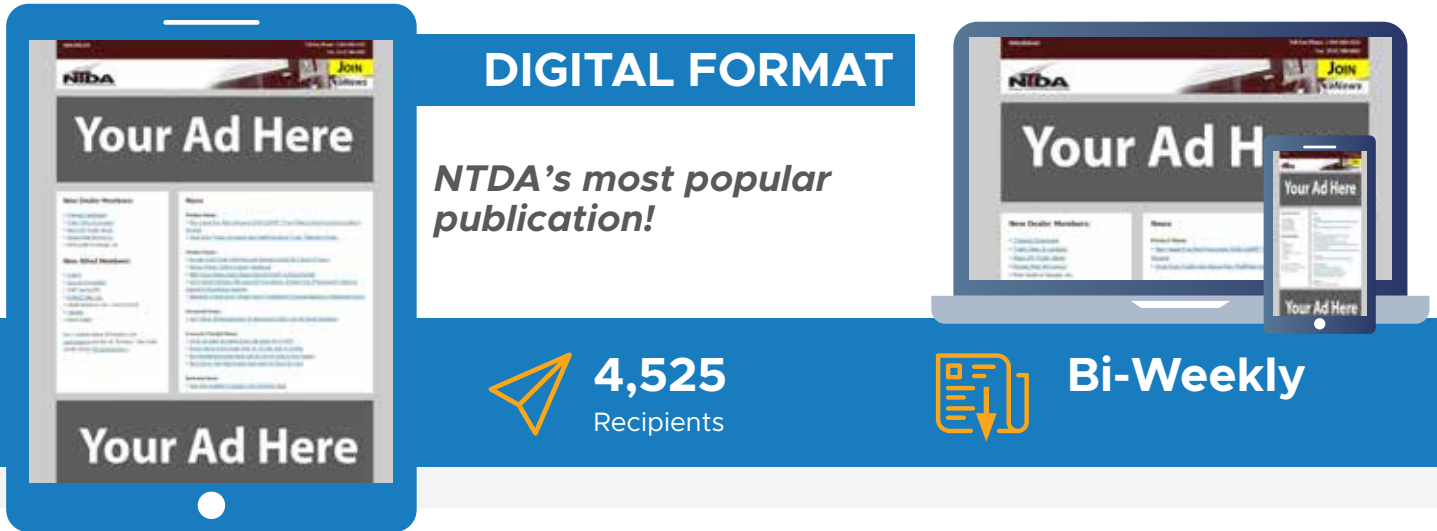
Association Year-in-Review
Association Look Ahead

SPECIAL OFFER

Purchase 5 full-page, four-color display ads in the 2020 *TrailerTalk* and get the 6th ad free!

NTDA eNews

Active Audience, High Impression!



DIGITAL FORMAT

NTDA's most popular publication!

4,525
Recipients

Bi-Weekly

Showcase your company's product and service offerings in the NTDA's most popular publication — the *NTDA eNews*. More than 4,525 members and nonmembers subscribe to the Association's free e-newsletter. The Association constantly updates its database to ensure valid e-mail addresses and successful delivery. See ad specifications and artwork submission information on Page 15.

Note, averages vary per issue and the total distribution increases as membership increases.

- Average Bi-Weekly Emails Distributed — 4,525**
- Total Opt Outs/Unsubscribes Since 2010 — 180 (or an average of 9.5 per year)**
- Average Unique Opens Per Issue — 3,935**
- Average Click Throughs Per Issue — 1,728**

SPECIAL OFFER

Purchase 11 months of banner ads in the *NTDA eNews* and your December banner ad is free!



Making NTDA Accessible to the Industry

All *NTDA eNews* articles and digital services are free, accessible and scalable on all devices.



Low Bounce Rate

Opt outs and unsubscribes to the *NTDA eNews* are extremely low while unique opens and click throughs are high making this an effective communications and marketing vehicle.

Submissions: *NTDA eNews* is published on approximately the 15th and 30th of each month. Advertisers pay \$225 for banner advertising in two issues per month (or \$112.50 per issue). See enclosed Insertion Order Form for artwork deadlines. Banner ad links to the URL of your choice. Animated .gif files also accepted. The program used to distribute the e-newsletter does not support Flash. E-mail 75- to 300-dpi .jpg files (RGB format) to ads@ntda.org.

www.ntda.org

Digital Multi-Screen

Desktop + Tablet + Mobile

www.ntda.org



Key Statistics

Monthly Visitors
16,500+



Average time spent
on home page
1 min, 55 sec



Annual Visitors
200,000



Extend the reach of your advertising campaign and put your message in front of nearly 200,000 visitors annually. Reach trailer industry professionals and fleets who regularly turn to the site for news, information, Directory listings, and more. Updated daily, the NTDA Web site offers the latest legislative and regulatory updates, NTDA Convention information, member and Association news, blogs, and critical industry developments. Rotating banner ad placements are limited to maximize your exposure so secure your space early! Ad links directly to the URL of your choice. Pay just \$225 per month to display your ad on www.ntda.org. See ad specifications and artwork submission information on Page 15.

SPECIAL OFFER

Purchase 11 months of advertising on www.ntda.org and your December ad is free!

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

- 56% of Web site visitors access the site from their desktop**
- 80% Web site visitors are from the U.S.**
- 15% Web site visitors are from Canada**
- Visitors are primarily from the U.S., Canada, Mexico and Australia.**

NTDA Convention Event Guide



DIGITAL & PRINT VERSIONS



Reach Every Attendee

The print and online versions of the *NTDA Convention Event Guide* are your ways to reach hundreds of attendees at this world-class annual event. The 30th Annual NTDA Convention will be held Oct. 14–16, 2020 at The Renaissance Indian Wells Resort & Spa, Indian Wells, CA. See ad specifications and artwork submission information on Page 15.



Use of NTDA Logo, Phone Solicitations & Web Site Links

NTDA Members in good standing are encouraged to use the NTDA Member Logo in their literature, on their Web site, on business cards, or other materials. However, members may NOT use the NTDA logo if it does not include the word “Member” in the typography.

Members may not disseminate correspondence to fellow members, prospective members or others if such literature/information implies an association with the NTDA on behalf of your company or business. Likewise, phone solicitations to members that imply a member company is working for or in partnership with the NTDA is also prohibited.

The NTDA currently has “preferred provider agreements” with the following firms: PartnerShip, JD Fulwiler & Company Insurance, and Wolf Pack Marketing, LLC. The NTDA takes your privacy seriously. Any time that you are unsure about a company claiming to be affiliated with the NTDA, please feel free to contact NTDA President Gwen Brown toll-free at 1-800-800-4552, direct dial (810) 229-5960, or e-mail gwen@ntda.org.

LINK BACK

Members are encouraged to provide a link from their Web site to www.ntda.org. This helps drive traffic to your Membership Directory ad or listing and to other information and resources available through the Association.



REQUEST A LOGO

To request a copy of the NTDA Member Logo, please e-mail NTDA President Gwen Brown at gwen@ntda.org.

Graphic Design Services



Graphic design services are available through Wolf Pack Marketing LLC. Call (810) 355-6832 or visit www.wolfpack-mktg.com for more information. Wolf Pack Marketing specializes in advertising and promotion, graphic design, Web site creation, video production, trade show display design, and other services. Be sure to ask about the NTDA member discount.

Purchase a List

To purchase a mailing list, please e-mail NTDA President Gwen Brown at gwen@ntda.org or use the enclosed order form. NTDA Membership mailing lists are available for **\$149** per list. Please allow up to 72 business hours for processing.

Member Spotlight

Let the NTDA feature your company in the *NTDA eNews*, *TrailerTalk*, on www.ntda.org or on its social media outlets. Send us information about your company, product innovations, personnel updates, or tell us how you are making a difference in your community, and we'll highlight your company. Send photos too! E-mail materials to gwen@ntda.org.

Submit Articles & Press Releases

Show your company's expertise and thought leadership by submitting an article or press release for publication in *TrailerTalk*, the *NTDA eNews* and on www.ntda.org. There is no cost to submit articles or press releases. Please send releases to NTDA President Gwen Brown at gwen@ntda.org. Articles and press releases may include, but are not limited to:

- Company News
- New Dealer Announcements
- New Product Releases
- Personnel Announcements
- Company Anniversaries
- New Facility Openings
- Mergers and Acquisitions
- Award Recipients
- Industry Resources/Services Available (e.g., Webinars, training or other opportunities)
- Obituaries.

Social Media

Send us a photo that includes your NTDA Membership plaque, an award you've received from the NTDA on display at your company, *TrailerTalk* or other Association-related publication being read or displayed at your company and we'll post it on our Facebook, Twitter and LinkedIn accounts. Other member news, information and press releases welcome. E-mail materials to gwen@ntda.org or post on our NTDA social media sites.

Job Postings

The NTDA offers you the ability to reach the entire trailer industry with your job postings at no cost! Let the NTDA help you find your next sales manager, general manager, technician, or other staff members. E-mail postings to NTDA President Gwen Brown at gwen@ntda.org, and please include the following:

- Job Title
- Position Description
- Required Skills
- Salary or Hourly Pay Information (if applicable)
- Available Benefits (if applicable)
- Job Location
- Other Important Job-related Details
- Contact Information (e.g., where to submit resumes).

Specifications and Rate Card

Artwork to be supplied as a press-optimized .pdf file (Adobe Acrobat-generated) with all fonts and high-res images (300-dpi) embedded. Failure to embed high-res images will result in pixelated output. Prices below are based on NTDA membership.

Non-members, call 1-800-800-4552 for pricing.

PRINT

NTDA Market Outlook Newsletter

Final Size	Full Color	Position	Price
11" X 17"	Yes	Two-Page Spread	\$1,300
8.5" X 11"	Yes	Back Cover	\$650
8.5" X 11"	Yes	Inside Front Cover	\$625
8.5" X 11"	Yes	Inside Back Cover	\$625
8.5" X 11"	Yes	Full-Page Inside	\$525
8.5" X 5.5"	Yes	Half-Page Inside	\$325

TrailerTalk

Final Size	Full Color	Position	Price
11" X 17"	Yes	Two-Page Spread	\$1,550
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

NTDA Membership Directory

Final Size	Full Color	Position	Enhanced Listing Included (Free)	Price
11" X 17"	Yes	Two-Page Spread	Yes	\$1,500
8.5" X 11"	Yes	Back Cover	Yes	\$1,200
8.5" X 11"	Yes	Inside Front Cover	Yes	\$800
8.5" X 11"	Yes	Inside Back Cover	Yes	\$800
8.5" X 11"	Yes	Full-Page Inside	Yes	\$775
8.5" X 5.5"	Yes	Half-Page Inside	No	\$525
Enhanced Directory Listing (add company logo)			Free with Full-Page Ad Purchase	\$149

NTDA Convention Event Guide

Final Size	Full Color	Position	Price
11" X 8.5"	Yes	Two-Page Spread	\$1,300
5.5" X 8.5"	Yes	Back Cover	\$800
5.5" X 8.5"	Yes	Inside Front Cover	\$749
5.5" X 8.5"	Yes	Inside Back Cover	\$749
5.5" X 8.5"	Yes	Full-Page Inside	\$675

ONLINE

NTDA eNews Banner

Type	Dimensions	Web Link	Price
eNews Banner	900 x 232 pixels	Yes	\$225 per month*

SPECIAL OFFER! Purchase 11 months of eNews ads and your December banner ad is free!

NTDA Web Site Banner

Type	Dimensions	Web Link	Price
Web Site Banner	542 x 116 pixels	Yes	\$225 per month*

SPECIAL OFFER! Purchase 11 months of Web site advertising and your December banner ad is free!

Insertion Order & Payment Requirements for All Advertising

Bleeds: Add an extra 1/4" (or 0.25") on all sides for bleeds.

Placements: All ad placements are at the discretion of the NTDA. For specific page or space placement, an additional \$25 fee applies (fee does not apply to back cover or inside front and inside back covers).

Submission: Submit a 300 dpi or higher, CMYK format .pdf to 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.

Disclaimers: The printer and the 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. An additional fee of \$55 per hour may apply for graphic assistance required for ads not formatted correctly. The NTDA may refuse ads deemed inappropriate for publication.

First Right of Refusal: Previous advertisers (e.g., 2019) have the first right of refusal for ad space through **Jan. 24, 2020**. After that, all prospective advertisers may purchase available advertising space.

Insertion Order: All ads require a completed insertion order form (please see enclosed forms.) A signed insertion order is a contract between your company and the NTDA that states your company agrees to pay for published advertisements. All insertion orders are accepted on a first-come, first-served basis. The NTDA staff will inform you if specific page placements are sold/unavailable.

Prepayment Discount: A 5% discount applies for prepaid advertisements. **Payment must be received with insertion order/for discount to apply.**

Ad Cancellation Policy: Advertisements canceled within 30 days of the stated publication deadline will be subject to a **cancellation fee equal to 25% of the published advertising rates** in the 2020 NTDA Media Kit.

Payment Terms: Prepayment preferred! **Ads that are not prepaid must be paid within 30 days of invoice date.** **The NTDA reserves the right to stop publication of ads for any company that has unpaid invoices that are 30 days past due or beyond.** Tear sheets are provided with invoice. Payments that are not received within 30 days will have an additional 1% per month added to the invoice amount. Members not in good standing or that have unpaid advertising invoices with the NTDA must submit past due payment(s) before contracting for 2020 ads. Companies outside the U.S. must pay in U.S. funds.

TECHNICAL SPECIFICATIONS

TrailerTalk, Market Data Outlook & NTDA Directory



Two-Page Spread:
11.0" (w) x 17.0" (h)



Full Page:
8.5" (w) x 11.0" (h)



Half-Page:
8.5" (w) x 5.5" (h)



Bleed Size:
11.5" (w) x 17.5" (h)



Bleed Size:
9.0" (w) x 11.5" (h)



Bleed Size:
9.0" (w) x 6.0" (h)



Inside Front Cover:
8.5" (w) x 11" (h)



Inside Back Cover:
8.5" (w) x 11" (h)



Back Cover:
8.5" (w) x 11.0" (h)



Bleed Size:
9.0" (w) x 11.5" (h)



Bleed Size:
9.0" (w) x 11.5" (h)



Bleed Size:
9.0" (w) x 11.5" (h)

NTDA Convention Event Guide



Two-Page Spread:
11.0" (w) x 8.5" (h)



Full Page:
5.5" (w) x 8.5" (h)



Inside, Front & Back Cover:
5.5" (w) x 8.5" (h)



Bleed Size:
11.5" (w) x 9.0" (h)



Bleed Size:
6.0" (w) x 9.0" (h)



Bleed Size:
6.0" (w) x 9.0" (h)

NTDA eNews Banner



eNews Banner ad:
900 pixels (w) x 232 pixels (h)

NTDA Web Site banner



Web Site Banner ad:
542 pixels (w) x 116 pixels (h)



NTDA

NATIONAL TRAILER DEALERS ASSOCIATION

THE NATIONAL TRAILER DEALERS ASSOCIATION

AD SALES CONTACT INFORMATION:

GWENDOLYN BROWN
GWEN@NTDA.ORG
WWW.NTDA.ORG
TOLL-FREE: 1-800-800-4552
DIRECT DIAL: (810) 229-5960
MOBILE: (810) 844-3124
FAX: (810) 588-6883

MAILING ADDRESS:

NATIONAL TRAILER DEALERS ASSOCIATION
9864 E. GRAND RIVER AVE.
STE. 110-290
BRIGHTON, MI 48146

PHYSICAL ADDRESS:

NATIONAL TRAILER DEALERS ASSOCIATION
4763 S. OLD U.S. 23
SUITE B
BRIGHTON, MI 48114