



NTDA 2020 Virtual Convention

Company Contact	Title
Company Name	
Address, City/State/Zip	
Phone	E-mail
Web Address	

Contract Signature

In November 2020, the NTDA is launching a Virtual Convention. If you are not currently an exhibitor or sponsor for 2020/2021, but would like to feature your company on the site, this is your opportunity! A Virtual Convention exhibition page includes:

- Your company or brand logo
- Your company contact information (e.g., address, phone, fax, and Web link)
- Company/product description
- Two product photos
- Two salespersons' photos and contact information (e.g., phone and email address).

E-mail the above materials to exhibit@ntda.org.

- \$599 Allied Members (2020 Virtual Convention Page Only*)**
- \$399 Dealer Members (2020 Virtual Convention Page Only*)**
- \$1,198 Non-members (2020 Virtual Convention Page Only*)**



***Price includes a page on the 2020 Virtual Convention site only. It does not include a physical display in 2021. It does not include a sponsorship package of any kind. All physical display space for 2021 in Whistler, BC, Canada is sold out.**

The NTDA will feature virtual educational and/or networking opportunities monthly to attract visitors to the Virtual Convention site. There is no cost to log onto the Virtual Convention site. The site will be live Nov. 4, 2020 through Sept. 31, 2021.

Allied Member	Dealer Member	Non-Member
Price	Price	Price
\$599	\$399	\$1,198

Total

Payment Method:

Virtual Convention Exhibit page purchases must be prepaid via credit card or check.

<input type="checkbox"/> Check Enclosed (U.S. \$ payable to NTDA)	Credit Card: (circle one) Visa MasterCard American Express
Account Number:	Exp. Date:
Name on Card:	CIV#:
Signature:	Total Payment: \$



NTDA 2021 Membership Directory Advertising Insertion Order

Company Contact & Title

Company Name

Address, City/State/Zip

Phone

E-mail

Web Address

Advertising Contact
(leave blank if same as company contact)

Advertising Agency/Company Name
(if applicable)

Contract Signature _____

Final Size	Full-Color	Position	Enhanced Listing Included (Free)	Member Price	Non-Member Price
11" x 17"	Yes	Two-Page Spread	Yes	\$1,500	\$3,000
8.5" x 11"	Yes	Back Cover	Yes	\$1,200	\$2,400
8.5" x 11"	Yes	Inside Front Cover	Yes	\$800	\$1,600
8.5" x 11"	Yes	Inside Back Cover	Yes	\$800	\$1,600
8.5" x 11"	Yes	Full-Page Inside	Yes	\$775	\$1,550
8.5" x 5.5"	Yes	Half-Page Inside	No	\$525	\$1,050
Member Enhanced Directory Listing (add company logo)			Free with Full-Page Ad Insertion Order	\$149	N/A

Specify Size	Specify Position	Total Per Ad

Check Here for Enhanced Directory Listing Only — \$149 (Available to NTDA Members)

Total

Specifications and Artwork Submissions

See Pages 15–16 of NTDA Media Kit for additional specifications and artwork submission guidelines.



Directory contract and artwork due no later than April 1, 2021.

Payment Method:

All 2021 advertising must be prepaid via credit card or check.

<input type="checkbox"/> Check Enclosed (U.S. \$ payable to NTDA)	Credit Card: (circle one) Visa MasterCard American Express
Account Number:	Exp. Date:
Name on Card:	CIV#:
Signature:	Total Payment: \$

RETURN FORMS TO: NATIONAL TRAILER DEALERS ASSOCIATION

9864 E. GRAND RIVER AVE., STE. 110-290 • BRIGHTON, MI 48116 • gwen@ntda.org • FAX: (810) 588-6883 • www.ntda.org
https://ntda.org/services/media-kit/



2021 NTDA TrailerTalk Display Advertising Advertising Insertion Order

Company Contact

Company Name

Address, City/State/Zip

Phone

E-mail

Web Address

Advertising Contact

(leave blank if same as company contact)

Advertising Agency/Company Name

(if applicable)

Contract Signature _____

Final Size	Full-Color	Position	Member Price	Non-Member Price
11" x 17"	Yes	Two-Page Spread	\$1,550	\$3,100
8.5" x 11"	Yes	Back Cover	\$825	\$1,650
8.5" x 11"	Yes	Inside Front Cover	\$800	\$1,600
8.5" x 11"	Yes	Inside Back Cover	\$800	\$1,600
8.5" x 11"	Yes	Full-Page Inside	\$775	\$1,550
8.5" x 5.5"	Yes	Half-Page Inside	\$525	\$1050

Select Issues	Specify Size	Specify Position	Total Per Ad
Jan./Feb.			
March/April			
May/June			
July/Aug.			
Sept./Oct.			
Nov./Dec.			

Total

Specifications and Artwork Submissions

See Pages 15–16 of NTDA Media Kit for additional specifications and artwork submission guidelines.



Publication and Artwork Due Dates:

Issue: Jan./Feb. 2021 (Bonus Circulation) Deadline: Dec. 18	Issue: March/April 2021 Deadline: Feb. 19	Issue: May/June 2021 (Pre-Convention Issue) Deadline: April 16
Issue: July/Aug. 2021 (Pre-Convention Issue) Deadline: June 18	Issue: Sept./Oct. 2021 (Pre-Convention Issue) Deadline: Aug. 20	Issue: Nov./Dec. 2021 (Annual Report Issue) Deadline: Oct. 22

Payment Method:

All 2021 advertising must be prepaid via credit card or check.

<input type="checkbox"/> Check Enclosed (U.S. \$ payable to NTDA)	Credit Card: (circle one) Visa MasterCard American Express
Account Number:	Exp. Date:
Name on Card:	CIV#:
Signature:	Total Payment: \$

RETURN FORMS TO: NATIONAL TRAILER DEALERS ASSOCIATION

9864 E. GRAND RIVER AVE., STE. 110-290 • BRIGHTON, MI 48116 • gwen@ntda.org • FAX: (810) 588-6883 • www.ntda.org
<https://ntda.org/services/media-kit/>



2021 NTDA Market Outlook Advertising Advertising Insertion Order

Company Contact	Title
-----------------	-------

Company Name

Address, City/State/Zip

Phone

E-mail

Web Address

Advertising Contact
(leave blank if same as company contact)

Advertising Agency/Company Name
(if applicable)

Contract Signature _____

Final Size	Full-Color	Position	Member Price	Non-Member Price
11" x 17"	Yes	Two-Page Spread	\$1,300	\$2,600
8.5" x 11"	Yes	Back Cover	\$650	\$1,300
8.5" x 11"	Yes	Inside Front Cover	\$625	\$1,250
8.5" x 11"	Yes	Inside Back Cover	\$625	\$1,250
8.5" x 11"	Yes	Full-Page Inside	\$525	\$1,050
8.5" x 5.5"	Yes	Half-Page Inside	\$325	\$650

Select Issues	Specify Size	Specify Position	Total Per Ad
Q1			
Q2			
Q3			
Q4			

Total



Specifications and Artwork Submissions

See Pages 15–16 of NTDA Media Kit for additional specifications and artwork submission guidelines.

Publication and Artwork Due Dates:

Issue: Q1 — January–March 2021 Deadline: Dec. 18	Issue: Q2 — April–June 2021 Deadline: March 26
Issue: Q3 — July–September 2021 Deadline: June 25	Issue: Q4 — October–December 2021 Deadline: Sept. 24

Payment Method:

All 2021 advertising must be prepaid via credit card or check.

<input type="checkbox"/> Check Enclosed (U.S. \$ payable to NTDA)	Credit Card: (circle one) Visa MasterCard American Express
Account Number:	Exp. Date:
Name on Card:	CIV#:
Signature:	Total Payment: \$



2021 NTDA eNews Banner Advertising Advertising Insertion Order

Company Contact	Title
Company Name	
Address, City/State/Zip	
Phone	E-mail
Web Address	
Advertising Contact (leave blank if same as company contact)	
Advertising Agency/Company Name (if applicable)	

Contract Signature _____



Ad Type	Dimensions	Web Link	Member Price	Non-Member Price
NTDA eNews Banner	900 x 232 pixels	Yes	\$225 per month*	\$450 per month*

*Includes two issues per month.

Specifications and Artwork Submissions

See Pages 15–16 of NTDA Media Kit for additional specifications and artwork submission guidelines.

Select Month(s)	Total Per Month	Select Month(s)	Total Per Month	Select Month(s)	Total Per Month	Select Month(s)	Total Per Month
January		April		July		October	
February		May		August		November	
March		June		September		December	
Total							

Publication and Artwork Due Dates:

Publication Dates: Jan. 15 & 29, 2021 Deadlines: Jan. 14 & 28	Publication Dates: Feb. 15 & 26, 2021 Deadlines: Feb. 12 & 25	Publication Dates: March 15 & 30, 2021 Deadlines: March 12 & 29
Publication Dates: April 15 & 30, 2021 Deadlines: April 14 & 29	Publication Dates: May 17 & 31, 2021 Deadlines: May 14 & 28	Publication Dates: June 15 & 30, 2021 Deadlines: June 14 & 29
Publication Dates: July 15 & 30, 2021 Deadlines: July 14 & 29	Publication Dates: Aug. 16 & 30, 2021 Deadlines: Aug. 13 & 27	Publication Dates: Sept. 15 & 30, 2021 Deadlines: Sept. 14 & 29
Publication Dates: Oct. 15 & 29, 2021 Deadlines: Oct. 14 & 28	Publication Dates: Nov. 16 & 30, 2021 Deadlines: Nov. 13 & 27	Publication Dates: Dec. 15 & 30, 2021 Deadlines: Dec. 14 & 29

Payment Method:

All 2021 advertising must be prepaid via credit card or check.

<input type="checkbox"/> Check Enclosed (U.S. \$ payable to NTDA)	Credit Card: (circle one) Visa MasterCard American Express
Account Number:	Exp. Date:
Name on Card:	CIV#:
Signature:	Total Payment: \$



2021 NTDA Web Site Banner Advertising Advertising Insertion Order

Company Contact	Title
Company Name	
Address, City/State/Zip	
Phone	E-mail
Web Address	
Advertising Contact (leave blank if same as company contact)	
Advertising Agency/Company Name (if applicable)	

Contract Signature _____



Ad Type	Dimensions	Web Link	Member Price	Non-Member Price
Web Site Banner	542 x 116 pixels	Yes	\$225 per month	\$450 per month

Specifications and Artwork Submissions
See Pages 15–16 of NTDA Media Kit for additional specifications and artwork submission guidelines.

Select Month(s)	Total Per Month	Select Month(s)	Total Per Month	Select Month(s)	Total Per Month	Select Month(s)	Total Per Month
January		April		July		October	
February		May		August		November	
March		June		September		December	
Total							

Publication and Artwork Due Dates:

January 2020 <i>Deadlines: Dec. 23</i>	February 2020 <i>Deadline: Jan. 27</i>	March 2020 <i>Deadline: Feb. 24</i>
April 2020 <i>Deadline: March 23</i>	May 2020 <i>Deadline: April 20</i>	June 2020 <i>Deadline: May 18</i>
July 2020 <i>Deadline: June 22</i>	August 2020 <i>Deadline: July 20</i>	September 2020 <i>Deadline: Aug. 24</i>
October 2020 <i>Deadline: Sept. 21</i>	November 2020 <i>Deadline: Oct. 19</i>	December 2020 <i>Deadline: Nov. 23</i>

Payment Method:

All 2021 advertising must be prepaid via credit card or check.

<input type="checkbox"/> Check Enclosed (U.S. \$ payable to NTDA)	Credit Card: (circle one) Visa MasterCard American Express
Account Number:	Exp. Date:
Name on Card:	CIV#:
Signature:	Total Payment: \$



2021 NTDA Event Guide Advertising Advertising Insertion Order

Company Contact	Title
-----------------	-------

Company Name

Address, City/State/Zip

Phone	E-mail
-------	--------

Web Address

Advertising Contact
(leave blank if same as company contact)

Advertising Agency/Company Name
(if applicable)

Contract Signature _____

Final Size	Full Color	Position	Member Price	Non-Member Price
11" x 8.5"	Yes	Two-Page Spread	\$1,300	\$2,600
5.5" x 8.5"	Yes	Back Cover	\$800	\$1,600
5.5" x 8.5"	Yes	Inside Front Cover	\$749	\$1,498
5.5" x 8.5"	Yes	Inside Back Cover	\$749	\$1,498
5.5" x 8.5"	Yes	Full-Page Inside	\$675	\$1,350



Specify Size	Specify Position	Total Rate Per Ad

Total

Advertising contract and artwork due no later than Aug. 2, 2020.

Specifications and Artwork Submissions

See Pages 15-16 of NTDA Media Kit for additional specifications and artwork submission guidelines.

Payment Method:

All 2021 advertising must be prepaid via credit card or check.

<input type="checkbox"/> Check Enclosed (U.S. \$ payable to NTDA)	Credit Card: (circle one) Visa MasterCard American Express
Account Number:	Exp. Date:
Name on Card:	CIV#:
Signature:	Total Payment: \$



NTDA Member Mailing List Purchase Request

Company Contact		Title
Company Name		
Address, City/State/Zip		
Phone	E-mail	
Web Address		
Advertising Contact (leave blank if same as company contact)		
Advertising Agency/Company Name (if applicable)		

Contract Signature _____

A one-time purchase of National Trailer Dealers Association (NTDA) Mailing list is available for **\$149 U.S. Dollars for members; \$298 U.S. Dollars for non-members.** Includes contact name, title, company, address, phone, and fax. The NTDA is no longer making e-mail addresses available in its purchased or free lists to protect member privacy.

The NTDA has a strict policy with regard to use of member data, which states: "The recipient of the list agrees to comply with all terms and conditions herein. The member list is provided to you as a benefit of NTDA membership so that you may contact other members for networking purposes only. Further distribution of the National Trailer Dealers Association membership list to any individual, person, firm, association, syndicate, partnership, joint venture, trustee, trust, corporation, division of a corporation, unincorporated organization, or other entity or governmental agency is strictly prohibited. Posting of this information on the Internet or other electronic media service is also strictly prohibited. Use of the attached list to SPAM members, or to solicit members in any way that implies an association with the National Trailer Dealers Association on behalf of your company or business is strictly prohibited. The National Trailer Dealers Association retains ownership of all proprietary rights, including intellectual property rights."

Order Online at: <https://ntda.org/services/industry-resources/> and click on "Membership List."

Member Price	Non-Member Price
\$149	\$298

Total

Payment Method:

List purchases must be prepaid via credit card or check.

<input type="checkbox"/> Check Enclosed (U.S. \$ payable to NTDA)	Credit Card: (circle one) Visa MasterCard American Express
Account Number:	Exp. Date:
Name on Card:	CIV#:
Signature:	Total Payment: \$