

NTEA INDUSTRY NEWS BRIEF

REACH

22,000

TRUCKING INDUSTRY PROFESSIONALS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows an email titled "NTEA Industry News Brief" dated Jan 26, 2010. The email content includes several news items and advertisements:

- Advertisement A (Leaderboard):** A banner for "POWER SOLUTIONS" by Leggett & Platt, featuring a truck and the text "One source. Many solutions."
- Advertisement B (Skyscraper):** A vertical ad for "STILL WELDING?" by LORD, featuring a welder's mask and the text "Why Disher, LORD? Engineered Adhesives are formulated to provide you with..."
- Advertisement C (Top/Bottom Banner):** A banner for "ISUZU TRUCK" with the text "Electric trucks before electric cars?" and "Consumer confidence hits 15-month high".
- Advertisement C/1 (Top/Bottom Banner):** A banner for "FREDOM ACS Control System" with the text "Certified Power Inc" and "The FREEDOM ACS is a CAN BUS Electronic Control system..."
- Advertisement D (Product Showcase):** A section titled "PRODUCT SHOWCASES" featuring three items: "Elston Manufacturing" (Tractor Sanders), "RUD-Chain, Inc." (ROTOGRIP Snow Chains), and "Caseco Manufacturing" (MASTER Mechanic Series).
- Advertisement E (Callout Text Ad):** A small text ad for "Certified Power Inc" integrated into the news item about the FREEDOM ACS system.
- Advertisement F (Traditional Text Ad):** A small text ad for "Elston Manufacturing" integrated into the news item about GM's permanent CEO.

At the bottom of the email, there is a footer with contact information for NTEA Industry News Brief and a "Recent Issues" list.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 22,000 Trucking Industry Professionals (one 90 day cycle)



Leaderboard
\$5000

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$4000/\$3500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$4000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



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Product Showcase
\$3950

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



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Callout Text Ad
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



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Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

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THE NTEA INDUSTRY NEWS BRIEF, POWERED BY MULTIBRIEFS, PROVIDES NEWS AND INFORMATION TO LEADERS IN THE COMMERCIAL TRUCKING INDUSTRY.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of decision makers that manufacture, distribute, install, buy, sell and repair commercial trucks, truck bodies, truck equipment, trailers and accessories, NTEA Industry News Brief keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

NTEA INDUSTRY NEWS BRIEF
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN NTEA INDUSTRY NEWS BRIEF:



CREDIBLE SOURCE

For over 40 years, our members have turned to the association as the informational authority of the industry. Advertising in NTEA Industry News Brief solidifies your place among weekly information provided to NTEA members.



TARGETED DISTRIBUTION

Advertising in NTEA Industry News Brief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to NTEA Industry News Brief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, NTEA Industry News Brief ensures your ad will be seen every week by our 22,000 subscribers.



AFFORDABLE

Advertising in NTEA Industry News Brief is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of NTEA Industry News Brief has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in NTEA Industry News Brief.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.