



2025 HEAVY-DUTY PACKAGE

NEW FEATURE**

\$12,000

Tracks

- Full Page - 8.5"x11"**
- Full Year - 6 Issues
- Digital version is hyperlinked**

NATM ENewsletter

- Rectangle - 820x200 Pixels*
- Full Year - 12 emails

Website Banner

- Leaderboard - 728x90 Pixels*
- Full Year
- New websites added**

Feature Social Post**

- All NATM Social Platforms
- Priority Scheduling - work with NATM Marketing and get your content posted when it's best for you!
- The format of the post depends on the content you provide.

CONTACT INFORMATION

Company Name:

Address:

Contact:

Contact Email:

Phone Number:

Signature:

Date:

ADVERTISEMENT SELECTION

URL Hyperlink for digital advertisements:

For Website Banner, choose placement:

- Webpage First Choice:
- Webpage Second Choice:
- Webpage Third Choice:
- Creative Services:

I'd like to use NATM Creative Services! Need assistance designing your ads? We're here to help! Check this box and you will receive a follow up email with details on how we can help you market your company. NATM Creative Services are competitively priced for \$100 per hour.

ADVERTISING INFORMATION

*FORMATTING

Full page ads must include at least a 1/8" bleed. Text and graphics should not be within 1/4" of the edge of the page.

Pages not meeting this requirement will be resized accordingly. Resolution 300 dpi; CMYK, Adobe PDF.

ALL DIGITAL ADS:

Formatting must be resolution 72 dpi; CMYK, PNG file. All ads must be digitally formatted.

Advertising Terms & Conditions

1. Ad packages will be assigned on a first-come, first-served basis.
2. NATM reserves the right to approve and assign all ad packages.
3. Full amount will be billed upon acceptance of application.
4. Only applications which are accepted will be charged
5. All payments must be received within 30 days of signed contract.
6. Advertiser is responsible for providing NATM their artwork in the required format.
7. Advertisers will not be considered official, and promotion of designated advertisers will not begin until the required remittance is received by NATM.
8. All contributions are nonrefundable.
9. The NATM's recognition and promotion of advertisers in no way constitutes the NATM's endorsement of any advertiser, its products, services, or facilities.
10. NATM reserves the right to withdraw or reject any advertisement at any time without prior notice to the advertiser when, in the sole judgment of NATM, it conflicts with board policy.
11. Advertisements containing pictures, illustrations, or graphics deemed obscene, vulgar, racist or discriminatory or otherwise offensive or inappropriate with the character of the publication are prohibited.
12. Advertisers and advertising agencies assume all liability for advertisements printed (including text, representation and content) and also assume responsibility for any claims arising.

NOTE: All advertisements featuring trailers must demonstrate compliance with the National Association of Trailer Manufacturers' Compliance Verification Program. NATM reserves the right to reject any submission that does not meet applicable Federal Motor Vehicle Safety Standards, regulations and/or industry best practices outlined in the NATM Compliance Verification Program. Further, any non-compliances alleged or discovered on an NATM member trailer shall be subject to investigation and if necessary, corrective action, as outlined in the NATM Compliance Verification Program Policy and Procedures.