



2024 MEDIUM-DUTY PACKAGE

NEW LOW PRICE, BIGGER BENEFITS!

Over 20% savings by choosing package

\$6,000

Advertising Medium

Tracks — all 6 issues

Feature Article and Blog Post

NATM.com — full year

OR

NATM ENewsletter — full year

Ad Sizes

Full Page

NA

Leaderboard

Square

Width X Height

8.5 x 11*

Max 1,000 words; 3 photos

728 x 90 pixels**

600 x 600 pixels**

*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.
**Formatting: Resolution 72 dpi; CMYK, PNG file. ALL ADS MUST BE DIGITALLY FORMATTED.

CONTACT INFORMATION

Company Name: _____

Address: _____

Contact Name: _____ Signature: _____

Contact E-mail: _____ Phone: _____

ADVERTISEMENT SELECTION

NATM.com***

OR

NATM ENewsletter

***If you select NATM.com Webpage - please choose placement

Webpage First Choice:

URL hyperlink for digital advertisement:

Webpage Second Choice:

Webpage Third Choice:

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.

ADVERTISEMENT INFORMATION

Advertising Terms & Conditions

- Ad packages will be assigned on a first-come, first-served basis.
- NATM reserves the right to approve and assign all ad packages.
- Full amount will be billed upon acceptance of application.
- Only applications which are accepted will be charged
- All payments must be received within 30 days of signed contract.
- Advertiser is responsible for providing NATM their artwork in the required format.
- Advertisers will not be considered official, and promotion of designated advertisers will not begin until the required remittance is received by NATM.
- All contributions are nonrefundable.
- The NATM's recognition and promotion of advertisers in no way constitutes the NATM's endorsement of any advertiser, its products, services, or facilities.
- 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.
- 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.
- 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.

QUESTIONS? WE'RE HERE TO HELP! ADVERTISING@NATM.COM or 785.272.4433