



# 2024 TRACKS MAGAZINE ADVERTISING

## CONTACT INFORMATION

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

## ADVERTISEMENT SELECTION

Ad Sizes	Width X Height	1 Issue	3 Issues	6 Issues
Outside Back Cover	8.5 x 11*	\$1,750	\$1,725	\$1,499
Cover (inside front, inside back)	8.5 x 11*	\$1,725	\$1,700	\$1,399
Full Page	8.5 x 11*	\$700	\$660	\$549
Half Page (horizontal)	7.5 x 5	\$520	\$490	\$429
Quarter Page	3.5 x 5	\$400	\$390	\$350

• **Ad Size:**  Full Page  Half Page  Quarter Page

• **Number of Issues:**  1 issue  3 issues  6 issues

• **Placement Upgrade:**  Cover:  
 Demand Positioning (25% extra):

\*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.

• 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

<b>Deadlines:</b>	January/February:	5 November
	March/April:	5 January
	May/June:	5 March
	July/August:	5 May
	September/October:	5 July
	November/December:	5 September

All rates are net and non-commissionable. Rates shown are for advertising space only and do not include any services charges (i.e. demand positioning). The **Tracks** Special Issue will be distributed to trailer dealers across the country. The **Tracks** Special Issue will offer articles pertinent to both manufacturer members and their dealers.

### Advertising Terms & Conditions

- The copy deadline for new advertising is the 5th day two months preceding publication (Example: Nov. 5 for Jan./Feb. issue).
- On contract advertising, new copy must be received on or before the closing date (the 5th day two months preceding publication); otherwise, ad will be reinstated from previous edition.
- No cancellations accepted after deadline.
- No agency commissions or cash discounts. Approved accounts will be billed upon publication.
- All advertisements accepted are subject to the policies and approval of NATM. 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.
- Invoices for advertising are deemed "assessments" as that term is used in the NATM bylaws, Art. IV, Sec. 10 and Art. V, Sec. 2, and are due and payable in full within 30 days of receipt. At NATM's discretion, failure to pay may result in NATM applying other funds on hand from the delinquent member towards outstanding advertising invoices and/or suspension of membership privileges until paid, including the right to attend and have booth space at the NATM Trade Show.
- Advertisers and advertising agencies assume all liability for advertisements printed (including text, representation and content) and also assume responsibility for any claims arising therefrom made against NATM.
- NATM member companies are ultimately responsible for payment, regardless of advertising agency signed contracts.
- All rates are net and non-commissionable.

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-compliance 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**