



# 2024 ENEWS ADVERTISING RATE SHEET

## CONTACT INFORMATION

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

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

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

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

## ADVERTISEMENT SELECTION

Ad Size Options	1 Month Contract	3 Month Contract	6 Month Contract	12 Month Contract
Leaderboard (820 X 200px)	\$600	\$550	\$500	\$475
Square (600 X 600px)	\$400	\$375	\$350	\$325

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

- **Ad Size:**
  - Leaderboard — 820 x 200 px
  - Square — 600 x 600 px
  - URL for ad: \_\_\_\_\_
- **Number of Issues:**
  - 1 month
  - 3 months
  - 6 months
  - 12 months
  - Specific Month Request: \_\_\_\_\_

## ADVERTISEMENT INFORMATION

### Advertising Terms & Conditions

1. The copy deadline for new advertising is 30 days preceding the publication.
2. No cancellations accepted after deadline.
3. No agency commissions or cash discounts. Approved accounts will be billed upon publication.
4. 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.
5. 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.
6. 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.
7. 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.
8. NATM member companies are ultimately responsible for payment, regardless of advertising agency signed contracts.
9. 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-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**