



2017-2018 NATM Membership Directory & Buyer's Guide

An Official Publication of the National Association of Trailer Manufacturers
Advertising Rates for the 2017-2018 Membership Directory & Buyer's Guide
Effective September 2016

Copy Deadline - May 30, 2017

All rates are net and non-commissionable. Rates shown are for advertising space only and do not include any service charges (i.e. demand position). The Membership Directory & Buyer's Guide will contain listings of current Regular and Associate members and their main contacts.

Ad Sizes	Width X Height	Cost
Cover (inside front)	8.5 x 11*	\$1,500
Cover (inside back)	8.5 x 11*	\$1,350
Full Page	8.5 x 11*	\$800
Half Page (horizontal)	7.5 x 5	\$600
Quarter Page	3.5 x 5	\$400

Demand Positioning: Subject to availability
25% extra

Formatting: Resolution 300 dpi; CMYK, Adobe PDF, Photoshop, Illustrator, or InDesign files accepted. Digital files must be submitted along with a high-resolution quality color proof. A color proof printed by NATM will result in an extra charge to the advertiser. **ALL ADS MUST BE DIGITALLY FORMATED.**

*Full page ads must include at least a 1/8" bleed. Pages not meeting this requirement will be resized accordingly to remove bleed from ad.

About the Publication

Advertising Terms and Conditions

- The copy deadline for advertising in the 2017-2018 Membership Directory and Buyer's Guide is May 30, 2017.
- No cancellations accepted after deadline.
- No agency commissions or cash discounts. Approved accounts will be billed upon publication
- All advertisements are accepted 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 the NATM 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 therefrom made against NATM.

The Membership Directory & Buyer's Guide is an annual, free member benefit of NATM and will be sent out to purchasing agents and main contacts at member companies.

Advertising is open to both Regular (trailer manufacturing) and Associate (suppliers) members.

2017-2018 Membership Directory and Buyer's Guide Insertion Order Form (Please print or type)

Check All That Apply

Company Name: _____

Contact Name: _____

Email Address: _____

Billing Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Signature: _____

- Full Page
- Half Page
- Quarter Page
- Demand Positioning (25% extra charge)
- Section: _____
- Ad copy to follow
- Ad copy enclosed
- Payment enclosed
- Please Invoice

Send all advertising materials, orders and payments to
National Association of Trailer Manufacturers
2420 SW 17th St. Topeka, KS 66604
or email to Meghan.Ryan@natm.com