



Association of Diesel Specialists

THE DIESEL INDUSTRY'S LEADING TRADE ASSOCIATION

2019 Advertising & Sponsorship Opportunities



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PRINT ADVERTISING

ADS offers advertising in six professionally printed publications each year: an annual Membership Directory, five issues of *Nozzle Chatter* magazine.

Each of these publications is distributed to the most targeted group of leaders and decision makers in the diesel industry. These materials are kept and referenced throughout the year.

2019 ADVERTISING PACKAGES

DESCRIPTION

To receive a volume discount on advertising with ADS, reserve your company's advertising as part of a package and pay in advance. Purchasing a package enables you to plan all of your advertising ventures with ADS ahead of time, allowing you to budget for multiple advertisements at one time.

CURRENT ADVERTISERS:

Re-sign an agreement by October 15th, to keep your current rate.

Full Year ++ Includes an advertisement in all five issues of Nozzle Chatter magazine, the ADS Membership Directory, and promotional consideration in the annual Convention materials.

FULL YEAR ++ RATES

	BACK COVER	INSIDE COVER	FULL PAGE	1/2 PAGE VERTICAL/HORIZONTAL
Member	<input type="checkbox"/> \$11400	<input type="checkbox"/> \$9000	<input type="checkbox"/> \$7500	<input type="checkbox"/> \$4000
Non-Member	<input type="checkbox"/> \$13000	<input type="checkbox"/> \$12500	<input type="checkbox"/> \$10000	<input type="checkbox"/> \$7500

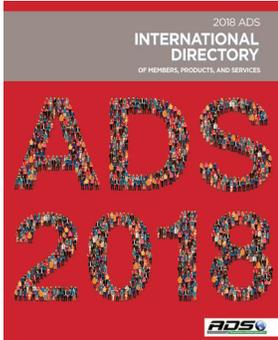
5x Includes an advertisement in all five issues of Nozzle Chatter magazine only

5X RATES

	BACK COVER	INSIDE COVER	FULL PAGE	1/2 PAGE VERTICAL/HORIZONTAL
Member	<input type="checkbox"/> \$10500	<input type="checkbox"/> \$8400	<input type="checkbox"/> \$7000	<input type="checkbox"/> \$3800
Non-Member	<input type="checkbox"/> \$11300	<input type="checkbox"/> \$11000	<input type="checkbox"/> \$9000	<input type="checkbox"/> \$7000

2020 MEMBERSHIP DIRECTORY

DESCRIPTION



The 2020 Membership Directory will be produced in December 2019 and distributed in January 2020. The Directory will be mailed to over 1,300+ contacts in ADS member companies. The directory is also available for purchase by non-members. This publication, the most comprehensive directory in the diesel industry, is a full-color professionally produced directory with detailed contact information for each member company and its personnel. See pages 8-9 for dimensions, deadlines, and submission information.

RATES

	BACK COVER	INSIDE COVER	FULL PAGE	1/2 PAGE VERTICAL/HORIZONTAL
Member	<input type="checkbox"/> \$1800	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$650
Non-Member	<input type="checkbox"/> \$3600	<input type="checkbox"/> \$3000	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$1300

NOTES

A Membership Directory ad is included with all Full Year ++ ad packages. There is only one ad available for the back and inside covers, based on first right of refusal. See pages 8-9 for dimensions, deadlines, and submission information. For more information, please contact marketing@diesel.org

2019 NOZZLE CHATTER MAGAZINE

DESCRIPTION



Nozzle Chatter, ADS's official magazine, is a full-color magazine printed five times a year. This publication is printed and mailed to 1,300 + industry leaders in every sector of the diesel industry. It is also available on www.diesel.org to all ADS members, including over 550 member companies.

Upcoming Magazine Issues

- Volume 61, Issue 1: Late February 2019
- Volume 61, Issue 2: Mid April 2019
- Volume 61, Issue 3: Mid June 2019
- Volume 61, Issue 4: Early September 2019
- Volume 61, Issue 5: Late November 2019

1X RATES

	BACK COVER	INSIDE COVER	FULL PAGE	1/2 PAGE VERTICAL/HORIZONTAL
Member	<input type="checkbox"/> \$2500	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$900
Non-Member	<input type="checkbox"/> \$2700	<input type="checkbox"/> \$2500	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$1500

NOTES

Ads in each Nozzle Chatter magazine are included with all Full Year ++ ad packages. There is only one ad available for the back and inside covers, based on first right of refusal. See pages 8-9 for dimensions, deadlines, and submission information. For more information, please contact marketing@diesel.org

PRINT DIMENSIONS

COVERS	Bleed: 8.75" by 11.25" Non-Bleed/Live: 7.5" by 10"
FULL PAGE	Bleed: 8.75" by 11.25" Non-Bleed/Live: 7.25" by 10.25"
HALF PAGE HORIZONTAL	7.5" by 5"
HALF PAGE VERTICAL	5" by 7.5"

NOTES **Dimensions are in inches (width by height)

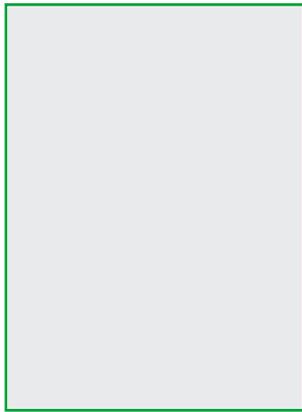
DEADLINES

	INSERTION ORDER DEADLINE	AD ARTWORK DEADLINE
MEMBERSHIP DIRECTORY	October 25, 2019	November 1, 2019
MAGAZINE	Vol. 61 Issue 1: January 25, 2019	January 25, 2019
	Vol. 61 Issue 2: March 22, 2019	March 29, 2019
	Vol. 61 Issue 3: May 17, 2019	May 24, 2019
	Vol. 61 Issue 4: August 30, 2019	September 6, 2019
	Vol. 61 Issue 5: October 25, 2019	November 1, 2019

ARTWORK SUBMISSION

Email ad artwork to marketing@diesel.org. The preferred file format is "press/print optimized" Adobe Acrobat PDF or Adobe Illustrator Files. Full page and back/inside covers may be submitted full bleed. ADS provides members with free ad design services. Please email marketing@diesel.org if you would like an ad designed.

SIZES



FULL PAGE WITH BLEED
8.75" by 11.25"



FULL PAGE NON-BLEED
7.25" by 10.25"



HALF PAGE HORIZONTAL
7.5" by 5"



HALF PAGE VERTICAL
5" by 7.5"

NOTES

**Dimensions shown are in inches (width by height).

TERMS AND CONDITIONS

It is the responsibility of the advertiser to have materials ready and delivered to ADS by the deadlines listed. In order to assure advertiser satisfaction with printed material, all advertisements must meet the production requirements. ADS is not responsible for the print quality of advertisements that do not meet these requirements.

In the event of nonpayment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies that are due and payable. Delinquent accounts are subject to contract cancellation, prepayment requirements or exclusion from future ADS business transactions. Therefore ADS requires a credit card for all agreements. Credit cards will only be charged if nonpayment exceeds 90-days past the original invoice date. Insertion orders must be received by ADS by closing date to guarantee ad placement. If a contract is in place for a year agreement and new material has not been received by the closing date, the ad from the previous issue will appear in the current issue.

- Insertion instructions must be supplied for each advertisement and must clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (specific tagline, visual element), plus any special instructions such as PMS color, color build, bleed, pick-up from last issue, etc.
- Publisher reserves the right to insert the word "advertisement" on any insertion that is not clearly non-editorial material.
- Publisher reserves the right to give better position than specified in the order, at no increase in rate.
- Advertisers assume liability of all content of advertisements and claims arising from or made against publisher.
- Publisher reserves the right to refuse advertising not in keeping with publication standards.
- Publisher may change conditions, not rates, without notice.
- Publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.

Nozzle Chatter reserves the right to refuse materials and require publication prepayment. Nozzle Chatter does not accept advertising for credit cards/debit cards, insurance, or travel. The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of the ad's content, including, but not limited to, names, pictures, testimonials, and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising from an advertisement.

All claims for errors in advertisements must be made in writing and received within ten days of publication and will be considered only for the first insertion of the advertisement containing the error. An error, which does not materially affect the value or content of an advertisement, will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved a proof, or a proof was not supplied.

ADS INTERNATIONAL CONVENTION

Gain exposure for your company at this premier event in the diesel industry. Even those who do not attend the event may sponsor or advertise. Sponsorship of a ADS event supports your industry and promotes your business to key decision makers in the diesel industry. All sponsors and advertisers will be thanked on the ADS website with a link to your company's website, in *Nozzle Chatter* magazine which is distributed to 1,300+ industry leaders, in the event book which is distributed at the event and posted online, and on signage at the event. Contact marketing@diesel.org with any questions.

Event Calendar

2019 ADS International Convention & Trade Show
July 30 - August 2, 2019
Orlando, Florida

2019 ADS CONVENTION MATERIALS

DESCRIPTION

The ADS Convention materials are professionally produced and distributed to all attendees of the ADS International Convention & Trade Show. These materials are retained for future reference as they contain valuable information such as attendee contact information, industry resource documents and more. These materials are posted on the ADS website and fully accessible to members for viewing and reference.

RATES

Member \$1000

Non-Member \$2500

PROMOTION FOR 2019:

All exhibitors receive ½ off of an advertisement in Convention materials.

NOTES

A free advertisement in Convention materials is included with all Full Year ++ Advertising Packages.

*Tentative as of 9/4/18. More information on Convention advertising and promotional consideration will be available in early 2019. Promotional consideration will include logo placement, advertisements and web links. Full Year ++ will receive highest level branding.

For more information, please contact marketing@diesel.org

2019 SPONSORSHIPS

CONVENTION & TRADE SHOW

ORLANDO, FLORIDA | JULY 30 - AUGUST 2, 2019

- HOTEL KEY CARD SPONSOR*** **SOLD** **\$3,500**
Your company logo will be printed on all room key cards given to attendees staying at the Rosen Shingle Creek Hotel.
- LANYARD SPONSOR*** **\$3,500**
Your company logo will be printed on lanyards distributed at Convention check-in.
- CLOSING RECEPTION SPONSOR** **\$2,500**
Only four available. Your company logo and custom artwork will be featured on large signage, displayed at the Convention registration desk and the closing reception. You also receive a reserved table for up to ten registered attendees/companions in premier location at the closing reception and verbal recognition at the event.
- CUSTOM NOTEBOOK SPONSOR*** **\$2,000**
Your logo will be on the notebook placed at each seat at the beginning of the Convention on Wednesday morning.
- QUICK REFERENCE SCHEDULE SPONSOR*** **SOLD \$2,000**
Your company logo will be featured on the schedule distributed to all attendees. Schedule is designed to be kept in each attendee's badge holder.
- PREMIER GOLF SPONSOR** **SOLD** **\$1,500**
Only two available. Your company logo will be featured on the ADS golf outing page and everywhere that the outing is mentioned.
- GET ACQUAINTED RECEPTION** **\$250-\$1,000**
Your logo will be prominently displayed on large signage for the reception.
 - Bronze:** \$250
 - Silver:** \$500
 - Gold:** \$750
 - Platinum:** \$1,000
- FLOOR CLING SPONSOR** **\$800**
Your full-color logo or ad will be displayed on large floor clings near the registration desk and the entrance to the Convention.
- CONFIRMATION EMAIL SPONSOR*** **SOLD \$750**
Your logo will be featured on the confirmation email sent to all attendees prior to the Convention.
- CONVENTION PENS SPONSOR*** **\$750**
Your company logo will be printed on the pens placed at each seat at the beginning of the Convention on Wednesday morning.
- EVENT PAGE LOGO** **\$500**
Only six available. Your company logo on the main event page on the ADS website.
- NETWORKING LUNCH SPONSOR** **\$500**
Your company logo will be prominently displayed on large signage during the Networking Lunch on Wednesday.
- COMPANION AFTERNOON TEA** **\$400**
Your logo will be displayed on signage at the Companion Afternoon Tea on Wednesday afternoon.
- MORNING COFFEE SPONSOR** **\$250**
Your logo will be displayed on small signage by the coffee on Wednesday and Thursday morning.
- GOLF HOLE SPONSOR** **\$125**
Your logo will be printed on a sign placed at one of the holes during the golf tournament.

NOTES

2019 Sponsorships are tentative as of this printing, March 14, 2019. Any changes necessitated by the venue or show management will be promptly updated. Non-Members add \$1000 to the price of all sponsorships.

*Only ONE available. These items are offered on a first come, first serve basis. For more information on availability, please contact marketing@diesel.org

DIGITAL ADVERTISING

Promote your business by advertising on one of ADS's digital spaces. Advertising on News @ ADS is a great way to publicize your company's products and services. News @ ADS is sent via email approximately 45 times each year to over 2,000 industry leaders.

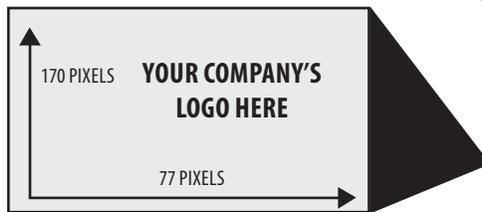
2019 News @ ADS

DESCRIPTION

Advertise your company's logo to over 2,000 industry leaders in News @ ADS, a weekly e-newsletter published approximately 45 times each year. This online publication is emailed to every sector of the diesel industry and provides information on ADS programs, current technology and management practices. Each logo will be linked to its company's website.

Banner ad in newsletter for one year - \$1,800
Logo with link for one year - \$750

For more information email marketing@diesel.org.



JUNE 26, 2018

Discounted Rooms Selling Quickly. Book Now!

ADS International Convention & Tradeshow, August 7-10, 2018
Great Programming • Service Member Panels • New Technologies
[General Hotel Info](#) | [Direct Link to Reserve Your Room](#)
Log in for Member Only rates. Username: @@username@@. [Click here](#) for password reset.

REGISTER NOW

Check Out the ADS Members Only Website

MEMBER LOGIN

Members have access to a wide array of information and discounted registrations on the diesel.org website. Your username is @@username@@. A temporary password was emailed to you earlier. [Click here](#) to reset your password. Need assistance? Call 816.285.0810 or [email info@diesel.org](mailto:info@diesel.org).

Thank you to our advertisers:

Association of Diesel Specialists
816.285.0810 • info@diesel.org • www.diesel.org

CONTACT INFO

Name		Company Name	
Address	City	State	Zip
Phone	Email	Web	

AD PACKAGE RENEWAL (DUE BY SEPTEMBER 30, 2018)

Please renew my package from 2018. Rate: _____

NEW AD PACKAGE

Full Year ++ (Includes Ad in Membership Directory, all 5 issues of Nozzle Chatter, and a free ad in the Show Guide)

Back Cover (\$11,400) Inside Front Cover (\$9,000) Inside Back Cover (\$9,000) Full Page (\$7,500) Half Page — Horizontal or Vertical (\$7,500)

5x (Includes Ad in all 5 issues of Nozzle Chatter only)

Back Cover (\$10,500) Inside Front Cover (\$8,400) Inside Back Cover (\$8,400) Full Page (\$7,000) Half Page — Horizontal or Vertical (\$3,800)

INDIVIDUAL ADVERTISEMENTS:

MEMBERSHIP DIRECTORY

- Ad size (check one)*
- Back Cover (\$1,800)
 - Inside Front Cover (\$1,500)
 - Inside Back Cover (\$1,500)
 - Full Page (\$1,000)
 - Half Page—Horizontal (\$650)
 - Half Page—Vertical (\$650)

NOZZLE CHATTER

- Issue (check all that apply)*
- Vol. 61 Issue 1 — Spring
 - Vol. 61 Issue 2 — Pre-Convention
 - Vol. 61 Issue 3 — Summer
 - Vol. 61 Issue 4 — Post Convention
 - Vol. 61 Issue 5 — Winter

- Ad size (check one)*
- Back Cover (\$2,500)
 - Inside Front Cover (\$2,000)
 - Inside Back Cover (\$2,000)
 - Full Page (\$1,500)
 - Half Page—Horizontal (\$900)
 - Half Page—Vertical (\$900)

SHOW GUIDE

- Ad size (check one)*
- Back Cover (\$2,500)
 - Inside Front Cover (\$2,000)
 - Inside Back Cover (\$2,000)
 - Full Page (\$1,500)
 - Half Page—Horizontal (\$900)
 - Half Page—Vertical (\$900)

PAYMENT OPTIONS

If providing credit card information below, please fax or mail only. To pay online, submit paperwork and a secure online payment link will be emailed to you.

Please indicate form of payment:

- Phoned in to Kim Litscher at 816.285.0810
- Mailed to 7250 Heritage Village Plaza, #201 Gainesville, VA 20155
- Faxed to 847.770.4952
- Online payment through secure link

Total Amount Due \$ _____

All payments are in US Dollars, drawn on US Bank.

Name on Card	Signature	
Card Number	Exp. Date	Security Code
Billing Street Number & Zip (if different than above)	Email to send receipt (if different than above)	

SUBMIT YOUR AGREEMENT

Email completed agreement to Brittanne Gasser at marketing@diesel.org. If you have any questions, please call Brittanne at 816.285.0810.

THIS FORM AUTHORIZES ADS TO INSERT UNDER SIGNED'S ADVERTISEMENT IN ADS PUBLICATION(S).

Please refer to the ADS advertising media kit for information about advertising costs, closing dates and design specifications.

Please note: All artwork for contracted advertising space is due by the ad artwork outlined on the advertising media kit- unless an extended deadline is agreed to by ADS staff in writing. All artwork not submitted by the agreed upon deadline may be billed at contracted rate plus an additional 20% production charge.

Advertisers that fail to comply with frequency contracts will incur short-rate charges. By completing the ADS advertising agreement the advertiser agrees to the advertising terms and conditions listed on the media kit.