2021 Advertising & Sponsorship Opportunities
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PRINT ADVERTISING

ADS offers advertising in six professionally printed publications each year: an annual Membership Directory and 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.
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. Custom packages can be tailored to your needs. Call Brittanne Gasser at 816-285-0810 to discuss.

CURRENT ADVERTISERS:
Re-sign an agreement by December 31, 2020, to keep your current rate.

FULL YEAR OF
Nozzle Chatter
Membership Directory
News@ADS

<table>
<thead>
<tr>
<th>BACK COVER</th>
<th>INSIDE COVER*</th>
<th>FULL PAGE</th>
<th>1/2 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ $12,600</td>
<td>□ $10,200</td>
<td>□ $8,700</td>
<td>□ $5,200</td>
</tr>
<tr>
<td>Non-Member</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ $14,800</td>
<td>□ $14,300</td>
<td>□ $11,800</td>
<td>□ $9,300</td>
</tr>
</tbody>
</table>

FULL YEAR OF
Nozzle Chatter
Membership Directory

Includes an advertisement in all five issues of Nozzle Chatter Magazine and the ADS Membership Directory.

<table>
<thead>
<tr>
<th>BACK COVER</th>
<th>INSIDE COVER*</th>
<th>FULL PAGE</th>
<th>1/2 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ $11,400</td>
<td>□ $9,000</td>
<td>□ $7,500</td>
<td>□ $4,000</td>
</tr>
<tr>
<td>Non-Member</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ $13,000</td>
<td>□ $12,500</td>
<td>□ $10,000</td>
<td>□ $7,500</td>
</tr>
</tbody>
</table>

FULL YEAR OF
Nozzle Chatter

Includes an advertisement in all five issues of Nozzle Chatter Magazine.

<table>
<thead>
<tr>
<th>BACK COVER</th>
<th>INSIDE COVER*</th>
<th>FULL PAGE</th>
<th>1/2 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ $10,500</td>
<td>□ $8,400</td>
<td>□ $7,000</td>
<td>□ $3,800</td>
</tr>
<tr>
<td>Non-Member</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ $11,300</td>
<td>□ $11,000</td>
<td>□ $9,000</td>
<td>□ $7,000</td>
</tr>
</tbody>
</table>

*indicate on order form if you'd like to purchase inside front cover or inside back cover, available on first right of refusal, then first come, first served.

Includes an advertisement in all five issues of Nozzle Chatter Magazine, the ADS Membership Directory, and in each 2021 issue of the News@ADS.
NOZZLE CHATTER MAGAZINE

DESCRIPTION

Nozzle Chatter, ADS’s official magazine, is a full-color magazine printed five times a year. This publication is distributed in print form and digitally to 5,000+ industry leaders in every sector of the diesel industry. It is also available on www.diesel.org to all ADS members, including over 515 member companies.

Upcoming Magazine Issues

Volume 63, Issue 1: Mid March 2021
Volume 63, Issue 2: Mid July 2021
Volume 63, Issue 3: Mid September 2021
Volume 63, Issue 4: Early November 2021
Volume 63, Issue 5: Mid December 2021

RATES PER ISSUE

<table>
<thead>
<tr>
<th>BACK COVER</th>
<th>INSIDE COVER*</th>
<th>FULL PAGE</th>
<th>1/2 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td>$2500</td>
<td>$2000</td>
<td>$1500</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$2700</td>
<td>$2500</td>
<td>$2000</td>
</tr>
</tbody>
</table>

NOTES

There is only one ad available for the back and inside covers, based on first right of refusal. See pages 12-13 for dimensions, deadlines, and submission information. For more information, please contact marketing@diesel.org

*Indicate on order form if you’d like to purchase inside front cover or inside back cover, available on first right of refusal, then first come, first served.
### DESCRIPTION

The 2021 Membership Directory will be produced in summer of 2021 and will be mailed to each ADS member company. 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 12-13 for dimensions, deadlines, and submission information.

### RATES

<table>
<thead>
<tr>
<th></th>
<th>BACK COVER</th>
<th>INSIDE COVER*</th>
<th>FULL PAGE</th>
<th>1/2 PAGE VERTICAL/HORIZONTAL</th>
<th>COLOR LOGO BY COMPANY LISTING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Member</strong></td>
<td>$1800</td>
<td>$1500</td>
<td>$1000</td>
<td>$650</td>
<td>$150</td>
</tr>
<tr>
<td><strong>Non-Member</strong></td>
<td>$3600</td>
<td>$3000</td>
<td>$2000</td>
<td>$1300</td>
<td>$300</td>
</tr>
</tbody>
</table>

### NOTES

There is only one ad available for the back and inside covers, based on first right of refusal. Call for correct availability. See pages 12-13 for dimensions, deadlines, and submission information. For more information, please contact marketing@diesel.org

*indicate on order form if you'd like to purchase inside front cover or inside back cover, available on first right of refusal, then first come, first served.
DIGITAL ADVERTISING

Promote your business by advertising on one of ADS’s digital spaces - News@ADS and ADS Parts Forum.

**News @ ADS:**
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 2,800 industry leaders.

**ADS Parts Forum:**
ADS members have the opportunity to advertise in the ADS Parts Forum the leading digital form of communication in the diesel industry. The ADS Parts Forum is a member-only benefit that allows members to post messages for backordered and hard to find parts. You now have the opportunity to promote your company in each request sent out to all subscribed ADS members. The ADS Parts Forum has an average of 320 requests sent per month.
News@ADS is a weekly e-newsletter published approximately 45 times each year and sent to over 2,800 industry leaders. This online publication is emailed to every sector of the diesel industry and provides information on ADS programs, current technology and management practices.

Promote your company with a banner ad placed in between news articles or with your company's logo at the bottom of each issue. All banner ads and logos will be linked to your company website.

- Banner ad with link: $100 per issue
- Banner ad with link for one year: $1,800
- Company logo with link: $50 per issue
- Company logo with link for one year: $750

For more information email marketing@diesel.org.
The ADS Parts Forum is a free service for ADS members which allows members to email other subscribed members to inquire about backordered and hard-to-find parts. The Parts Forum saves members valuable time searching for hard-to-find parts and increases customer satisfaction by quicker repair times.

On average, 320 parts requests are sent through the ADS Parts Forum each month.

Digital advertising is now available in the ADS Parts Forum. This will promote your company in the most targeted way possible: to ADS members looking for replacement parts.

Advertisements in the ADS Parts Forum are sold on a quarterly basis, first come, first served.

**Quarter 1**: January - March  
**Quarter 2**: April - June  
**Quarter 3**: July - September  
**Quarter 4**: October - December

There are two advertisement positions available per quarter:

- **Header**: $500 per quarter  
  Banner ad at the top of each email sent

- **Footer**: $450 per quarter  
  Banner ad at the bottom of each email sent

Contact marketing@diesel.org with any questions.
January 2021

The 2021 ADS Convention will be hosted in conjunction with Heavy Duty Aftermarket Week (HDAW), to be held virtually in January 2021. ADS will hold its annual meeting virtually prior to the start of HDAW 2021.

HDAW is an annual event presented by a joint operating committee of industry leaders, which includes ADS and 11 other industry associations, that will be held virtually mid to late January 2021.

Plans are being developed to bring the major elements of the annual ADS International Convention to our members virtually - including committee meetings, an annual meeting, training and education. Those who also register for HDAW will have access to a wide variety of educational and training seminars along with a virtual tradeshow and one-on-one meetings.

Sponsorships are available at the virtual ADS Convention. Sponsorship of this virtual ADS event supports your industry and promotes your business to key contacts in the diesel industry. All sponsors will be thanked on the ADS website with a link to your company’s website and in the Nozzle Chatter magazine which is distributed to 5,000+ industry leaders.

This information is updated as of 10/22/2020 - more details to follow. Please contact marketing@diesel.org with any questions.
CONVENTION

All sponsors will be thanked on the ADS website with a link to your company’s website and in the Nozzle Chatter magazine distributed to 5,000+ industry leaders.

Virtual Event Sponsors

- **Platinum:** $2,000 - Includes your company logo displayed in the virtual background of the moderator screen during the Convention sessions, on the event page of the ADS website, in the daily Convention emails, on the sponsor page of the ADS website, and on the “thank you” page of the post-Convention Magazine. Your logo will also be placed in the weekly News@ADS e-newsletter through December 2021 and you will have one banner ad placed in the Pre-Convention issue of News@ADS.

- **Gold:** $1,000 - Includes your company logo displayed in the virtual background of the moderator screen during the Convention sessions, in the daily Convention emails, on the sponsor page of the ADS website, and on the “thank you” page of the post-Convention Magazine. Your logo will also be placed in the weekly News@ADS e-newsletter through March 2021.

- **Silver:** $750 - Includes your company logo displayed in the daily Convention emails, on the sponsor page of the ADS website, and on the “thank you” page of the post-Convention Magazine. Your logo will also be placed in the weekly News@ADS e-newsletter through March 2021.

- **Bronze:** $500 - Your company logo will be on the sponsor page of the ADS website and on the “thank you” page of the post-Convention Magazine. Your logo will also be placed in the weekly News@ADS e-newsletter through February 2021.

- **Copper:** $250 - Your company logo will be on the sponsor page of the ADS website and on the “thank you” page of the post-Convention Magazine. Your logo will also be placed in the weekly News@ADS e-newsletter through January 2021.

- **Forerunners Happy Hour Sponsor** $1,500
  Only one available. Your logo will be featured along with the ADS logo on a gift sent out to the first 72 registered Forerunner meeting attendees. **Please order by December 14 to allow time for printing.**

- **Owners Only Sponsor** $1,500
  Only one available. Your logo will be featured along with the ADS logo on a gift sent out to the first 72 registered Owners Only meeting attendees. **Please order by December 14 to allow time for printing & shipping.**

- **Schedule Sponsor** $750
  Only one available. Your company logo will be featured on the 2021 ADS Convention schedule that is distributed electronically to all ADS members.

- **Confirmation Email Sponsor** $750
  Only one available. Your logo will be featured on the confirmation email sent to all ADS attendees prior to the Convention.

- **Registration Sponsor** $500
  Only three available. Your company logo will be prominently displayed on the Zoom registration page that all attendees access prior to joining a Convention session.

- **Event Page Logo** $500
  Your company logo will be featured on the main event page on the ADS website.

- **Waiting Room Sponsor** $500
  Only one available. A small image with your company logo along with a custom description you provide will be displayed in the waiting room that all attendees are held in prior to the start of a session. Custom description has a limit of 400 characters.

- **Daily Email Sponsor** $250
  Your logo will be featured on the daily Convention emails going out to registered attendees.

NOTES

Discounted sponsorship bundles available – contact Brittanee Gasser at marketing@diesel.org or 816.285.0810 for more information.

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

**Logo items will only be shipped to US addresses due to COVID related shipping delays
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)

DIGITAL DIMENSIONS

NEWS@ADS
570 x 70 pixels

BANNER AD

NEWS@ADS
170 x 70 pixels

LOGO

DEADLINES

INSERTION ORDER DEADLINE
April 6, 2021

AD ARTWORK DEADLINE
April 19, 2021

MEMBERSHIP DIRECTORY

MAGAZINE
Vol. 63 Issue 1: January 28, 2021
Vol. 63 Issue 2: June 3, 2021
Vol. 63 Issue 3: July 29, 2021
Vol. 63 Issue 4: September 23, 2021
Vol. 63 Issue 5: October 29, 2021

Vol. 63 Issue 1: February 11, 2021
Vol. 63 Issue 2: June 17, 2021
Vol. 63 Issue 3: August 12, 2021
Vol. 63 Issue 4: October 7, 2021
Vol. 63 Issue 5: November 9, 2020

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.
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. 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.