



Association of Diesel Specialists

THE DIESEL INDUSTRY'S LEADING TRADE ASSOCIATION

2024 Advertising & Sponsorship Opportunities

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PRINT ADVERTISING

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

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.

Annual Membership Directory:

The 2024 ADS Membership Directory is a full-color directory that is a desktop reference throughout the year for industry leaders. It is distributed to every ADS member.

Nozzle Chatter Magazine:

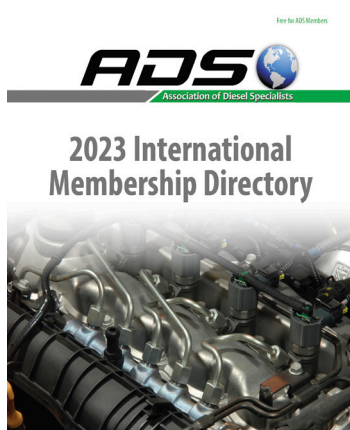
Produced five times a year, this magazine is sent to over 5,000 industry leaders, including all members and non-members in the sector.

ADS Convention Guide:

This guide is distributed to all attendees of the ADS Convention, which is co-located with HDAW (Heavy Duty Aftermarket Week).

2024 MEMBERSHIP DIRECTORY

DESCRIPTION



The 2024 Membership Directory will be produced in June 2024 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 7 - 8 for dimensions, deadlines, and submission information.

RATES

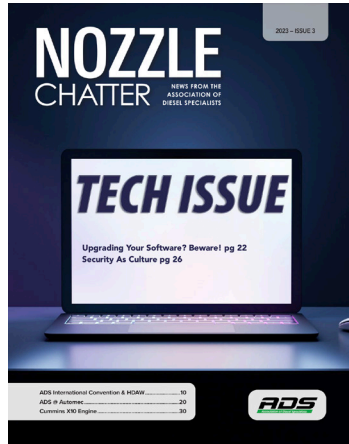
	BACK COVER*	INSIDE COVERS*	FULL PAGE	HALF PAGE VERTICAL/HORIZONTAL	COLOR LOGO BY COMPANY LISTING
Member	\$1800	\$1500	\$1000	\$650	\$150
Non-Member	\$2520	\$2100	\$1400	\$910	N/A

NOTES

*There is only one ad available for the back and inside covers, based on first right of refusal. Call for current availability. See pages 7 - 8 for dimensions, deadlines, and submission information. For more information, please contact communications@diesel.org.

2024 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 over 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 500 member companies.

Upcoming Magazine Issues

- Issue 1: April 2024 - Turbo Issue
- Issue 2: July 2024 - Off-Highway Issue
- Issue 3: September 2024 - International Issue
- Issue 4: October 2024 - Efficiency Issue
- Issue 5: December Pre-Convention Issue

RATES PER ISSUE

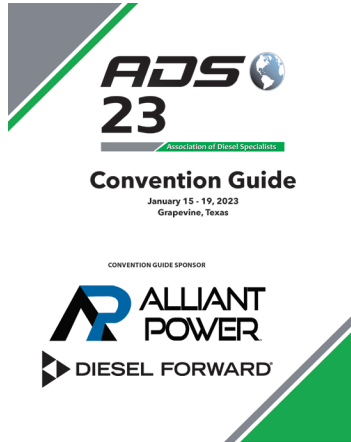
	BACK COVER*	INSIDE COVERS*	FULL PAGE	HALF PAGE
Member	\$2500	\$2000	\$1500	\$900
Non-Member	\$3500	\$2800	\$2100	\$1260

NOTES

*There is only one ad available for the back and inside covers, based on first right of refusal. See pages 7 - 8 for dimensions, deadlines, and submission information. For more information, please contact communications@diesel.org

2025 ADS CONVENTION GUIDE

DESCRIPTION



The ADS Convention Guide is the official publication distributed to all attendees of the annual gathering of members at the ADS convention. The ADS Convention will be January 19-20, 2025 in Grapevine, Texas co-located with Heavy Duty Aftermarket Week (HDAW).

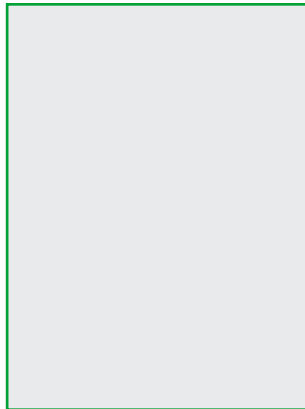
RATES

	BACK COVER*	INSIDE COVERS*	FULL PAGE	HALF PAGE
Member	\$1000	\$800	\$600	\$300
Non-Member	\$1400	\$1120	\$840	\$420

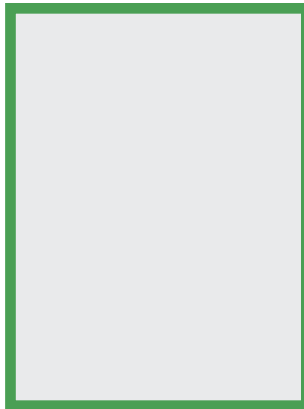
NOTES

*There is only one ad available for the back and inside covers, based on first right of refusal. See pages 7 - 8 for dimensions, deadlines, and submission information. For more information, please contact communications@diesel.org

PRINT AD SIZES



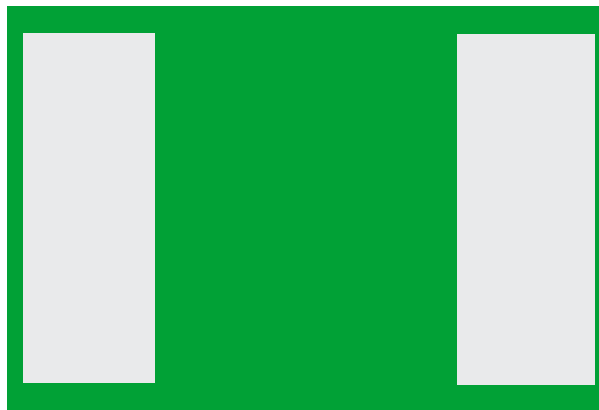
FULL PAGE WITH BLEED
8.625" x 11.125"



FULL PAGE NON-BLEED
7.5" x 10"



HALF PAGE HORIZONTAL
7.5" x 5"



HALF PAGE VERTICAL
5" x 7.5"

NOTES

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

PRINT DIMENSIONS

COVERS	Bleed: 8.625" x 11.125" Non-Bleed/Live: 7.5" x 10"
FULL PAGE	Bleed: 8.625" x 11.125" Non-Bleed/Live: 7.25" x 10.25"
HALF PAGE HORIZONTAL	7.5" x 5"
HALF PAGE VERTICAL	5" x 7.5"

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

PRINT DEADLINES

	AD ARTWORK DEADLINE	IN HAND
MEMBERSHIP DIRECTORY	May 27, 2024	June, 2024
MAGAZINE		
Issue 1: Turbo Issue	April 10, 2024	April, 2024
Issue 2: Off-Highway Issue	June 6, 2024	July, 2024
Issue 3: International Issue	August 19, 2024	September, 2024
Issue 4: Efficiency Issue	October 7, 2024	October, 2024
Issue 5: Pre-Convention Issue	November 1, 2024	December, 2024

PRINT ARTWORK SUBMISSION

Email ad artwork to communications@diesel.org.

Preferred file format:

- All images should be in CMYK color mode and 300 DPI minimum.
- "Press/print optimized" Adobe Acrobat PDF or Adobe Illustrator Files.
- Full page and back/inside covers may be submitted with full bleed.

ADS provides members with free ad design services. Please email marketing@diesel.org if you would like an ad designed.

DIGITAL ADVERTISING

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

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 30 times each year to over 5,000 industry leaders.

ADS Parts Finder:

ADS members have the opportunity to advertise in the ADS Parts Finder, the leading digital form of communication in the diesel industry. The ADS Parts Finder 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 Finder has an average of 400+ requests sent per month.

2024 NEWS @ ADS

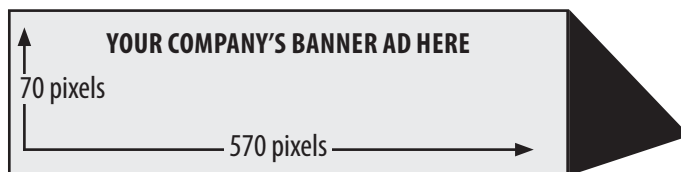
DESCRIPTION

News@ADS is a weekly e-newsletter published approximately 30 times each year and sent to over 5,000 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 per year
Company logo with link	\$50 per issue
Company logo with link for one year	\$750 per year

For more information email communications@diesel.org.

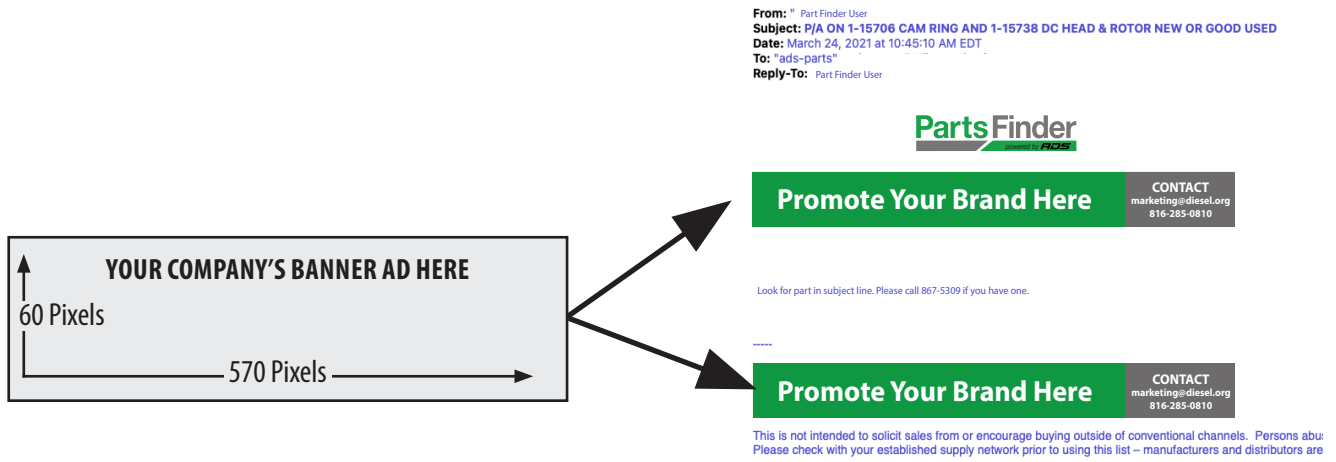


The screenshot shows the top of the News@ADS newsletter. The header includes the "News@ADS" logo with the tagline "Association of Diesel Specialists" and the date "June 29th, 2023". Below the header is a green bar. The main content area features a promotional article for "ADS @ Automechanika Dubai". The article includes the ADS logo, an @ symbol, and the "automechanika DUBAI" logo. The text describes an inaugural "Get Acquainted Reception" for members at Automechanika Dubai on Tuesday, October 3rd, 2023, at the Dubai World Trade Centre. It invites all ADS members attending to get acquainted. A "Learn More" button is located at the bottom right of the article. Below the article is a grey bar with the text "Banner Ad".

2023 ADS Annual Advertisers



2024 PARTS FINDER



DESCRIPTION

The ADS Parts Finder 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 Part Finder saves members valuable time searching for hard-to-find parts and increases customer satisfaction by quicker repair times.

On average, 400+ parts requests are sent through the ADS Parts Finder each month.

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

Advertisements in the ADS Parts Finder are sold on an annual basis, first come, first served. If multiple companies request the same location, the location will go to lottery at the end of the year.

There are two advertisement positions available per quarter:

Header: \$2000 per year

Banner ad at the top of each email sent

Footer: \$1800 per year

Banner ad at the bottom of each email sent

Contact communications@diesel.org with any questions.

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.

- 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. 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.

ADVERTISING PACKAGES

NEW AD PACKAGES:

Bundling your ad purchases for a 12-month period of time saves you money. **You may create/purchase an ADS Ad Package anytime during the year.**

To receive a volume discount on ADS advertising, reserve your company's advertising for a full year and pay in advance. You may change your print or digital ads throughout the year.

AD Package Discounts:

- Purchase \$5,000, receive a 10% discount
- Purchase \$10,000, receive a 15% discount
- Purchase \$15,000, receive a 20% discount

Contact communications@diesel.org with questions or help creating a package.

Note: Packages do not include sponsorships. Credit is not available for previous purchases.

RENEWAL OF AD PACKAGES:

Renewals for members with ad packages are due by December 31 each year to maintain the rate lock. First-year ad package renewals will be prorated and are also due by December 31.

ADS Ad Package Permanent Rate Lock

If you renew your ad package in full by December 31 each year, your rate will remain the same. Your rate lock will remain in effect indefinitely for the following year and beyond. This will save you money on future ad rate increases.

ADVERTISING ORDER FORM



CONTACT INFO

Name		Company Name	
Address	City	State	Zip
Phone	Email	Web	

AD PACKAGE DISCOUNTS

NEW AD PACKAGES

Bundling your ad purchases for a 12-month period of time saves you money. **You may create/purchase an ADS Ad Package anytime during the year.**

AD Package Discounts:

- Purchase \$5,000, receive a 10% discount
- Purchase \$10,000, receive a 15% discount
- Purchase \$15,000, receive a 20% discount

Apply these discounts to the total amount below. First-year ad package will be prorated for renewal and are due by December 31.

AD RATES FOR MEMBERS

2024 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 (\$650)
- Color Logo by Company Listing (\$150)

NOZZLE CHATTER

Issue Number (check all that apply)

- Issue 1 - Turbo Issue
- Issue 2 - Off-Highway Issue
- Issue 3 - International Issue
- Issue 4 - Efficiency Issue
- Issue 5 - Pre-Convention Issue

Ad size (check one)

- Back Cover (\$2,500)
- Inside Front Cover (\$2,000)
- Inside Back Cover (\$2,000)
- Full Page (\$1,500)
- Half Page (\$900)

ADS CONVENTION GUIDE

Ad size (check one)

- Back Cover (\$1,000)
- Inside Front Cover (\$800)
- Inside Back Cover (\$800)
- Full Page (\$600)
- Half Page (\$300)

DIGITAL ADVERTISING

News@ADS

- Banner ad with link (\$100 per issue)
- Banner ad with link (\$1,800 per year)
- Company logo with link (\$50 per issue)
- Company logo with link (\$750 per year)

Parts Finder

- Header Ad (\$500 per quarter)
- Footer Ad (\$450 per quarter)

AD RATES FOR NON-MEMBERS: Add 50% to all rates, no package discounts available to non-members.

PAYMENT OPTIONS

Total Amount Due \$ _____

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

- Invoice Me
- Check (payable to ADS)
- American Express
- Visa
- MasterCard

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 ORDER

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.

- Email to communications@diesel.org
- Phone in to Kim Litscher at 816-285-0810
- Fax to 703-753-2445
- Mail to 7250 Heritage Village Plaza, #201 Gainesville, VA 20155

EVENT SPONSORSHIPS

January 19 - 23, 2025
Gaylord Texan Resort
Grapevine, Texas

The 2025 ADS Convention will be co-locating with Heavy Duty Aftermarket Week (HDAW), to be held January 19 - 23, 2025 at the Gaylord Texan Resort in Grapevine, Texas. ADS will hold its annual meeting, training, educational sessions and Get-Acquainted Reception on Sunday, January 19 and Monday, January 20, just prior to the start of HDAW.

Heavy Duty Aftermarket Week is an annual event presented by a joint operating committee of industry associations which includes ADS and 11 other associations. ADS remains an independent association, working together with the other associations with a goal of consolidating the many annual events on the industry calendar by creating one valuable event for the diesel and heavy duty aftermarket.

Sponsorships are available at the ADS Convention, including its traditional Get-Acquainted Reception. You will gain exposure for your company at this premier event in the diesel industry. Even those who do not attend the event may sponsor. Sponsorship of this ADS event supports your industry and promotes your business to key decision makers in the diesel industry. All sponsors will be thanked on the ADS website with a link to your company's website, in *Nozzle Chatter* magazine which is distributed to over 5,000 industry leaders and on signage at the event.

Contact communications@diesel.org with any questions.

2025 SPONSORSHIPS CONVENTION

GRAPEVINE, TEXAS | January 19 - 20, 2025

ADS GET ACQUAINTED RECEPTION

Your company logo will be prominently displayed on large signage at the reception, on the ADS website and in the pre- and post-Convention *Nozzle Chatter* magazine. Logo size based on sponsorship level.

Platinum:	\$2,500 - Includes logo on front cover of Convention Guide
Gold:	\$1,500
Silver:	\$1000
Bronze:	\$500
Copper:	\$250

ADS LANYARD SPONSOR* \$2,750

Your company logo will be printed on lanyards distributed on Sunday and Monday at ADS check in. Lanyards will be given to attendees of the ADS Convention. **Only one available.**

ADS RECEPTION COOZIE SPONSOR* \$2,000

Your company logo will be printed on the coozies placed next to the bars at the ADS Get Acquainted Reception. **One available.**

ADS A/V SPONSOR* \$1,500

Your logo will be prominently displayed when the "splash screen" is displayed in the main meeting room on Monday, January 20. **One available.**

ADS CHARGING STATION SPONSOR* \$1,500

Custom logo charging station table near the registration desk to supply power for mobile devices. **One available.**

ADS CONFIRMATION EMAIL SPONSOR* \$1500

Your logo will be featured on the confirmation email sent to all ADS attendees when they register and on the event confirmation email sent prior to the convention. **Only one available.**

ADS NOTEBOOK SPONSOR* \$1500

Your logo will be on the notebook placed at each seat at the beginning of the General Session on Monday morning. **Only one available.**

ADS REGISTRATION SPONSOR* \$1000

Your company logo will be printed on custom computer clings at the registration desk and on a small sign at the registration desk. **Only one available.**

ADS FLOOR CLING SPONSOR \$800

Your full-color logo will be displayed on large floor clings near the ADS registration desk on Sunday and Monday and by the ADS general session room on Monday (2 clings per sponsor).

ADS LITERATURE TABLE SPONSOR \$500

Table sponsors have the opportunity to display company information and literature for the duration of ADS meetings on Monday, January 20 near the ADS registration desk. Please note that meeting space allows for materials to be displayed only on a six foot table. Floor signs are not permitted.

ADS Owners Only Meeting Sponsor \$500

Your company logo will be prominently displayed on signage during the ADS Owners Only Meeting on Sunday, January 19.

ADS Forerunners Meeting Sponsor \$500

Your company logo will be prominently displayed on signage during the ADS Forerunners Meeting on Monday, January 20.

ADS NETWORKING LUNCH SPONSOR \$500

Your company logo will be prominently displayed on signage during the ADS Networking Lunch on Monday, January 20.

ADS EVENT WEBPAGE LOGO \$300

Your company logo will be featured on the ADS Convention page on the ADS website.

ADS CONTINENTAL BREAKFAST SPONSOR \$250

Your logo will be displayed on small signage at the continental breakfast on Monday morning, January 20.

ADS COFFEE BREAK SPONSOR \$250

Your logo will be displayed on small signage near the coffee during the morning break on Monday, January 20.

ADS GENERAL EVENT SPONSOR \$150

Small logo displayed on ADS event signage and in pre- and post-*Nozzle Chatter* magazine.

ADVERTISING IN ADS CONVENTION PROGRAM

Back Cover:	\$1,000
Inside Front Cover:	\$800
Inside Back Cover:	\$800
Full Page Color:	\$600
Half Page Color:	\$300

2025 SPONSORSHIPS

CONVENTION

GRAPEVINE, TEXAS | January 19 - 20, 2025

NOTES

Non-Members add 50% to the price of all sponsorships.

All Sponsors are thanked on signage at the event, in the pre and post Nozzle Chatter magazine, on the ADS website and in emails promoting the event.

*Only ONE available. Exclusive Sponsorships will be available when Convention registration goes live and will be available on a first come, first served basis.

To receive full promotional consideration in print materials, please submit sponsorships by December 13, 2024. After this date, sponsorships are still welcome but may receive different promotional consideration.

EVENT SPONSORSHIP ORDER FORM



CONTACT INFO

Name	Company Name		
Address	City	State	Zip
Phone	Email	Web	

EVENT SPONSORSHIPS

ADS Convention (Grapevine, Texas, January 19-20, 2025)

Get Acquainted Reception

- Platinum:..... \$2,500
- Gold: \$1,500
- Silver: \$1000
- Bronze: \$500
- Copper: \$250
- ADS Lanyard Sponsor* \$2,750
- ADS Reception Coozie Sponsor* \$2,000
- ADS A/V Sponsor* \$1,500
- ADS Charging Station Sponsor* \$1,500
- ADS Confirmation Email Sponsor* \$1,500
- ADS Notebook Sponsor* \$1,500
- ADS Registration Sponsor* \$1,000
- ADS Floor Cling Sponsor \$800
- ADS Literature Table Sponsor..... \$500

- ADS Owners Only Meeting Sponsor \$500
- ADS Forerunners Meeting Sponsor \$500
- ADS Networking Lunch Sponsor \$500
- ADS Event Page Logo..... \$300
- ADS Continental Breakfast Sponsor \$250
- ADS Coffee Break Sponsor \$250
- ADS General Event Sponsor \$150

Advertising In ADS Convention Program

- Back Cover* \$1,000
- Inside Front Cover* \$800
- Inside Back Cover* \$800
- Full Page Color \$600
- Half Page Color \$300

**Only ONE available. Exclusive Sponsorships will be available when Convention registration goes live and will be available on a first come, first served basis.*

SPONSORSHIP RATES FOR NON-MEMBERS: Add 40% to all rates.

PAYMENT OPTIONS

Total Amount Due \$ _____

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

- Invoice Me Check (payable to ADS) American Express Visa MasterCard

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 ORDER

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.

- Email to ads@diesel.org
- Phone in to Kim Litscher at 816-285-0810
- Fax to 703-753-2445
- Mail to 7250 Heritage Village Plaza, #201 Gainesville, VA 20155