

About ADS

ADS Publications

Distribution

Circulation

ADS is a leading trade association in the worldwide diesel industry, dedicated to the highest level of service concerning diesel fuel injection and related systems. Members are located worldwide and primarily consist of independent repair shops specializing in diesel fuel injection, governor and turbo-charger service. ADS members also encompass original equipment manufacturer, manufacturers and distributors of replacement parts and allied equipment and schools offering programs in diesel mechanic training. ADS strives to provide programs and services to its members which will assist them in achieving success in the operation of their businesses in the diesel industry throughout the world.

Nozzle Chatter

Nozzle Chatter is ADS's magazine which offers readers news and information affecting the diesel service industry. Features include technical updates, industry news, highlights of association programs and services, ADS member profiles and more. *Nozzle Chatter* is published quarterly with a bonus issue on the annual ADS Convention & Tradeshow.

ADS International Directory of Members, Products and Services

The ADS Directory, published annually, includes a full listing of all members as well as information about association events, committees and awards.

News@ADS

News@ADS is a weekly members only e-newsletter that provides association and industry news on a timely basis. This e-newsletter is sent in both English and Spanish.

Diesel Daily

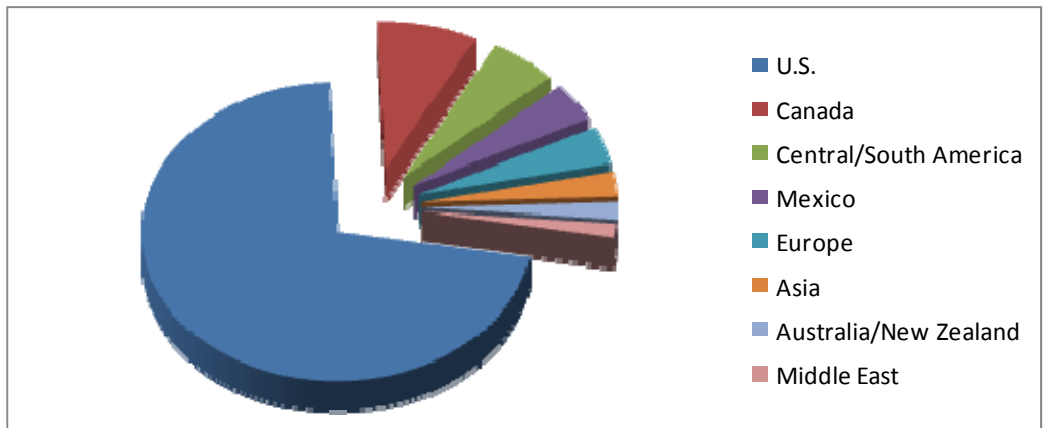
Diesel Daily is a daily publication produced at the annual ADS International Convention & Tradeshow.

As a member benefit, *Nozzle Chatter* and the Directory are distributed free to all ADS members and sent to industry media.

ADS members/Readership:

- Independent repair shops or "Service Members" specialize in diesel fuel injection, governor and turbocharger service.
- Manufacturers of original equipment (OEM) - fuel injection equipment, governors, superchargers or turbochargers, Manufacturers and distributors of replacement parts and Allied equipment manufacturers - distribute equipment, products or services such as test and calibration equipment, computers, office equipment, cleaning equipment and special tools.
- Educational schools/Technical Training members offer one or more courses in diesel-related technology or otherwise having an interest in the diesel fuel injection industry or technology.

Readership Location:



Contact

Please send all advertising inquiries, materials, etc. to ADS Headquarters:

Attention:
 Greg Carlile
 400 Admiral Blvd.
 Kansas City, MO
 64106 USA

Phone: 816.285.0810

Fax: 847.770.4952

E-mail:
 gregc@diesel.org

Website:
 www.diesel.org

Total Circulation (per issue)	2600	100%
Independent repair shops	1290	50% of total
Manufacturers/Distributors	530	20% of total
Education/Other industry	780	30% of total

* Based on 2011 publisher's circulation data for *Nozzle Chatter* and the Directory.

2012 ADVERTISING INSERTION ORDER



This form authorizes ADS to insert UNDERSIGNED's advertisement in ADS publications.

Please refer to the ADS AD Rate card for information about advertising costs, closing dates and design specifications.

Please Note: All artwork for contracted advertising space is due by the Materials Due deadline outlined on the Ad Rates Form, 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 percent production charge.

Advertisers that fail to comply with frequency contracts will incur short-rate charges.

Send completed agreements, payments by mail, fax or e-mail to:
Nozzle Chatter Advertising
 Greg Carlile
 400 Admiral Blvd
 Kansas City, MO 64106 USA
 Phone: 816.285.0810
 Fax: 847.770.4952
 gregc@diesel.org

By completing the ADS AD Agreements, the advertiser agrees to the advertising terms on the ADS AD Rate Card.

ADS requires a credit card for all agreements. Credit cards will only be charged if nonpayment exceeds 90-days past the original invoiced date.

Advertising Terms

Advertising design is strictly the responsibility of the advertiser. ADS staff are not available to design ads nor can staff make changes to existing ads prepared by a third party. 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

Company	COMPANY NAME _____	
	ADDRESS _____	
	CITY/STATE/ZIP _____	
	PHONE _____	FAX _____
	CONTACT PERSON _____	TITLE _____
	E-MAIL _____	WEB SITE _____

Advertising Agency	ADVERTISING AGENCY NAME _____	
	ADDRESS _____	
	CITY/STATE/ZIP _____	
	PHONE _____	FAX _____
	CONTACT PERSON _____	TITLE _____
	E-MAIL _____	WEB SITE _____

Advertisement Specifications	Frequency (check one) <input type="checkbox"/> 1X <input type="checkbox"/> 2X <input type="checkbox"/> 3X <input type="checkbox"/> 4X <input type="checkbox"/> 5X	Rate (from Rate Sheet) Nozzle Chatter \$ _____ Directory \$ _____
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Advertisement Specifications	Ad Size (check one) <input type="checkbox"/> Back Cover <input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> Full Page <input type="checkbox"/> Half-page spread <input type="checkbox"/> Two-thirds page <input type="checkbox"/> Half Page	Issue (check all that apply) <input type="checkbox"/> Issue 1 - Spring <input type="checkbox"/> Issue 2 - Pre-Convention <input type="checkbox"/> Issue 3 - Summer <input type="checkbox"/> Issue 4 - Post-Convention <input type="checkbox"/> Issue 5 - Winter <input type="checkbox"/> Directory <input type="checkbox"/> Full year++ (<i>Diesel Daily & News@ADS</i>)	Artwork (check one) <input type="checkbox"/> Camera-ready artwork (black and white only) <input type="checkbox"/> Digital artwork (Adobe InDesign, Adobe Illustrator 11 EPS, PDF, or TIFF. <i>(See Rate Sheet)</i>) <input type="checkbox"/> Reprint from earlier ADS Publication (Issue _____ Page _____)
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Payment Information	Accepted and Agreed to By: Signature (required) _____ Date _____ ADS HQ: _____ Date _____
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Payment Information	Please bill my: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Please bill me
	Name on card _____
	Account number _____
	Expiration date _____
	Amount _____
Authorized signature _____	

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 invoiced 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

NEWS FROM THE ASSOCIATION OF DIESEL SPECIALISTS

- The PDF is currently the best format for camera ready ads. Ads can be created in Adobe InDesign or Adobe Illustrator.
- PDF and Adobe Illustrator ads must have all text turned to outlines.
- Adobe InDesign files must be accompanied by two separate folders, one for fonts and one for images, containing all files used in the ad.
- All images must be converted to CMYK. If the images are embedded in a PDF, they must be converted to CMYK before the PDF is created.
- All images must be 300 dpi at 100% size used with high quality JPEG compression. The publisher assumes no responsibility for images provided at less than 300 dpi.
- Please include a laser proof for reference. This proof will be used as the final proof for the ad, unless otherwise specified. Color ads should include a color proof. The publisher assumes no responsibility for ads where no proof has been provided.
- DO NOT USE PICTURES FROM A WEBSITE, unless the website explicitly states that these images are intended for use in print.

E-mail: gregc@diesel.org

File Drop:
www.robstan.com/filedrop.asp
 Attention "GregC Carlile"
 Include the company name
 in the file notes.

By Mail:
 Attn: Greg Carlile
Nozzle Chatter
 400 Admiral Blvd.
 Kansas City, MO 64106 USA



2012 AD RATES

4-Color and Black & White				
Member Ad Rates	Size & Rate	1X	5X	Full Year**
	Back Cover	2,500	10,500	11,400
	Inside Covers	2,000	8,400	9,000
	Full Page	1,500	7,000	7,500
	Half-Page Spread	1,300	5,500	6,000
	Two-Thirds Page	1,100	5,000	5,300
	Half Page	900	3,800	4,000

4-Color and Black & White				
Non-Member Ad Rates	Size & Rate	1X	5X	Full Year**
	Back Cover	2,700.00	11,300.00	13,000.00
	Inside Covers	2,500.00	11,000.00	12,500.00
	Full Page	2,000.00	9,000.00	10,000.00
	Half-Page Spread	1,670.00	8,000.00	8,800.00
	Two-Thirds Page	1,600.00	7,500.00	8,100.00
	Half Page	1,500.00	7,000.00	7,500.00

4-Color and Black & White			Full Year**	
ADS Directory Ad Rates	Size & Rate	1X/Member	1X/Non-Member	
	Back Cover	1,800	3,600	This is only available to those advertisers who take all 5 issues of <i>Nozzle Chatter</i> , a similar priced Directory ad and pre-pay by 1/31/2012. These advertisers' logos will be included in the weekly <i>News@ADS</i> and the Convention's <i>Diesel Daily</i> .
	Inside Covers	1,500	3,000	
	Full Page	1,000	2,000	
	1/2 Page Spread	840	1,600	
	2/3 Page	700	1,200	
	1/2 Page	650	1,300	

SPECIAL RATES			
Print Closing Dates	2012 Publication	Ad Closing	Materials Due
	Spring	January 18	January 27
	Pre-Convention	April 9	April 18
	Summer	June 6	June 15
	Directory	July 2	July 19
	Post-Convention	August 13	August 22
	Winter	October 10	October 19

**Directory ad sizes will differ from *Nozzle Chatter*. Please contact ADS for details.

Ad Sizes	Diagrammatic Ad Sizes			
	Full Page (w/ bleed)	1/2 Page Spread	2/3 page	1/2 Page
Full Page (with bleed)	8 3/4"	11 1/4"		
1/2 Page Spread	5"	16"		
2/3 Page	5"	10"		
1/2 Page	5"	7 1/2"		
			Live Area: 7.25 x 10.25	
			Trim Size: 8.5 x 11	