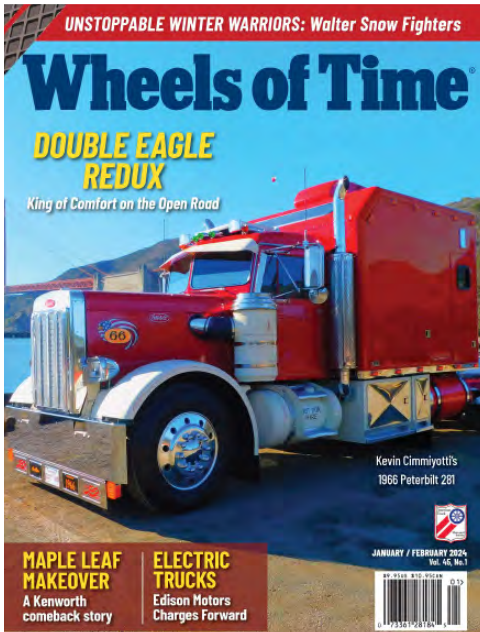


Wheels of Time

M A G A Z I N E



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January / February 2024

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ON THE COVER: 2024 Peterbilt 579 with Cummins E900 Single, owned by Mark Comstock.

www.ATIS.org January / February 2024



ADVERTISING RATES

Cover (Inside Front or Back) 7.375" x 9.875"	\$1,320
Full Page 7.375" x 9.875"	\$1,200
1/2 (Vertical or Horizontal) 3.625" x 9.875" or 7.375" x 4.75"	\$660
1/4 Vertical 3.625" x 4.75"	\$360
1/8 Vertical 3.625" x 2.375"	\$180

*Price per issue, as of 1/30/2024.
Multi-issue discounts available.



Marketing@ATHS.org
(816) 891-9900

WHEELS OF TIME is a visually-impactful magazine that celebrates the history of the American truck, the trucking industry, and its pioneers. Each vibrant page allows readers to encounter people, places, and powerful machines throughout trucking history. From classic old iron of yesteryear to vintage trucks that are still on the road today, Get behind the wheel of history with Wheels of Time – where the past, present, and future of American trucking come together in one spectacular journey. Advertise today and be part of a legacy that never goes out of style!

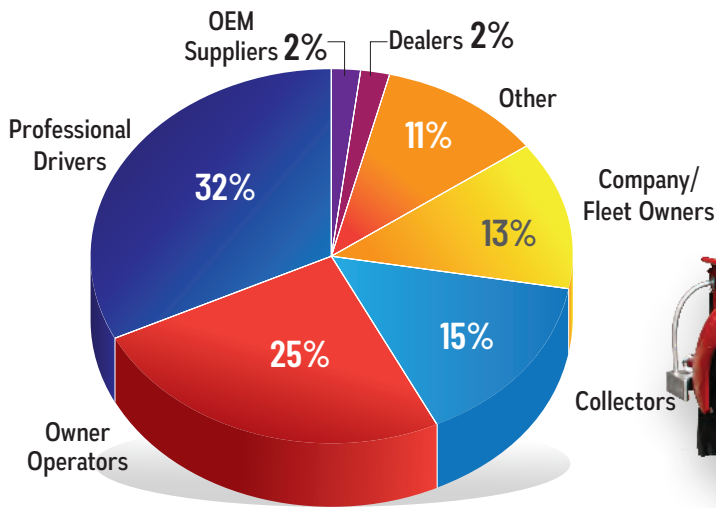
WHEELS OF TIME

30,000

Magazines are distributed bi-monthly to members in 50 states and 21 countries and available for sale in select retail U.S. outlets and across the world. WOT was first published in 1980.

MEMBERSHIP

Founded in 1971, the American Truck Historical Society is a 501(c)(3) nonprofit formed to "Preserve the History of Trucks, the Trucking Industry, and its Pioneers." With 15,000+ members now, ATHS is the largest community of truck enthusiasts in the world! Whether you restore antique trucks, collect memorabilia, or just enjoy the history, your ATHS membership gives you access to your favorite kind of people – the truck-loving kind! The graph is an illustration of the diversity of ATHS membership.



Ad Deadlines

Jan/Feb	November 1
Mar/Apr	January 1
May/June	March 1
Jul/Aug	May 1
Sep/Oct	July 1
Nov/Dec	September 1

Creative Services

New ad or alteration: \$250 per ad

Specs

Trim Size: 8.375" x 10.875"

Preferred file formats

PDF (preferred): high resolution/press ready quality, fonts embedded, colors converted to CMYK. JPG, TIF, PSD: 300 dpi, CMYK, flattened, sized at 100% placement size. EPS: all fonts embedded

"We have been advertising in Wheels of Time for years. For us, it's definitely well worth the investment."

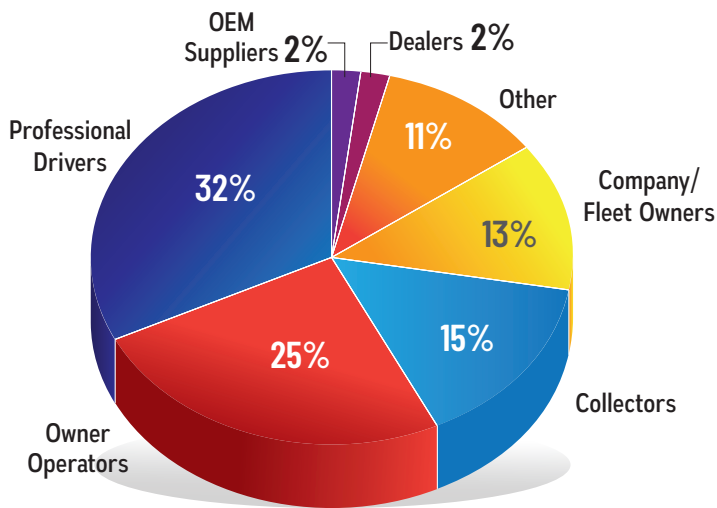
Ashley Sweno, Owner of Dan's Shop

Wheels of Time



MEMBERSHIP

Founded in 1971, the American Truck Historical Society is a 501(c)(3) nonprofit formed to "Preserve the History of Trucks, the Trucking Industry, and its Pioneers." With 15,000+ members now, ATHS is the largest community of truck enthusiasts in the world! Whether you restore antique trucks, collect memorabilia, or just enjoy the history, your ATHS membership gives you access to your favorite kind of people – the truck-loving kind! The graph is an illustration of the diversity of ATHS membership.



NATIONAL CONVENTION & TRUCK SHOW

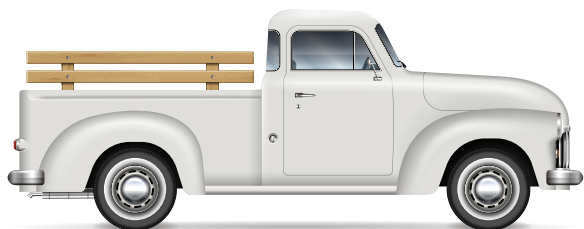
ATHS began hosting an annual convention in 1972 to educate the public on the profound impact trucking has had on American production and consumerism. A truck show was added in 1980 with 21 trucks. Today, there are:

2,000
VOLUNTEER HOURS
EACH YEAR

75+
DIFFERENT MAKES OF TRUCKS
AND TRAILERS ON DISPLAY

800-1500
TRUCKS ON DISPLAY

100+
YEARS OF VEHICLES



UP TO 10,000 ANNUAL SPECTATORS

FINANCIAL HEALTH • ENDOWMENT SCHOLARSHIP FUND

FIGURE 1 shows almost 100% income growth. And the amount of income from membership dues continues to decrease, with only 45.73% of total income from membership dues in 2022. FIGURE 2 shows the ATHS Endowment's substantial growth since 2015. It is important for the future of the organization and the expansion of the ATHS Visitor Center. FIGURE 3 shows the ATHS Scholarship Fund's substantial increase these past few years. More scholarships to youth will keep the organization relevant to future generations. The road ahead is strong.

Figure 1

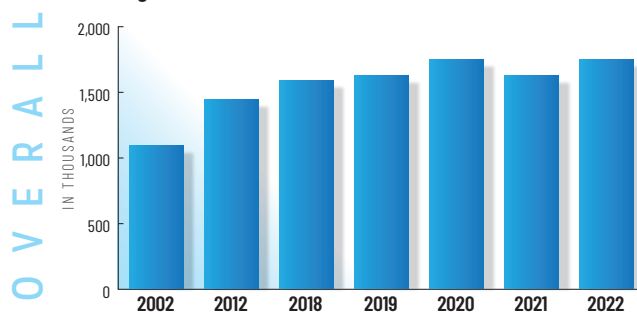


Figure 2

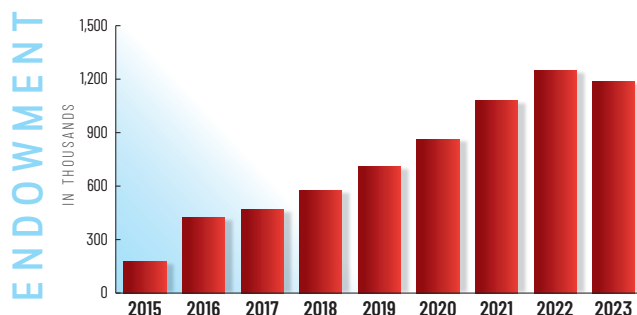
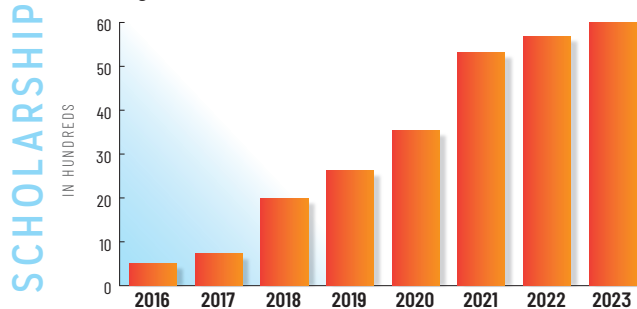


Figure 3



ATHS SNAPSHOT



AWARDS:

Recognizing individuals and companies whose contributions helped build and grow the trucking industry into the juggernaut that it is today.



18
Museum
Recognition



25
Historian of the
Industry



9
Harris
Saunders Sr



128



38



10



621
Golden
Achievement



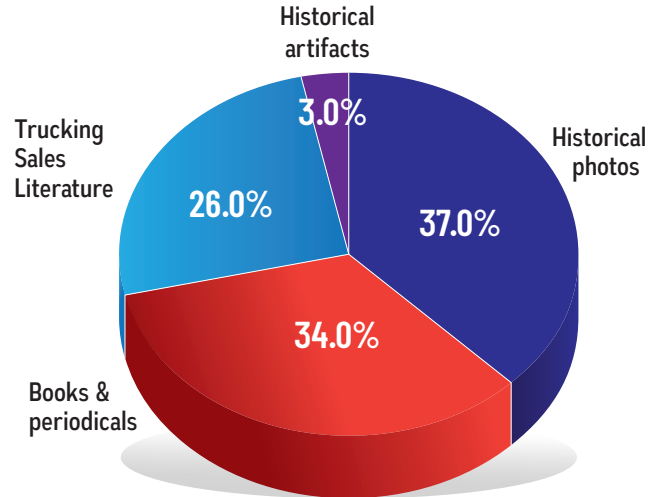
803
Founder



7
Distinguished
Service

LIBRARY COLLECTION

The Zoe James Memorial Library houses one of the largest trucking industry literature and artifacts collections with over half a million informational pieces.



ATHS COMMUNICATIONS:

WHEELS OF TIME

30,000

Copies are distributed bi-monthly to members and available for sale in select retail U.S. outlets and across the world. *Wheels of Time* was first published in 1980. *Show Time* is published annually, featuring the trucks at the National Convention & Truck Show.

SOCIAL MEDIA

107.6K

Followers



You Tube



HOME 20 eNEWSLETTER

34,000

Distributed monthly to members, sponsors, and trucking enthusiasts.

WEBSITE ATHS.ORG

8,000

Monthly visitors

DISPATCH eNEWSLETTER

373

Distributed to ATHS Leaders monthly



Wheels of Time Insertion Order

Contact Name: _____
 Company: _____
 Address: _____
 City/State/Zip: _____ Country: _____
 Phone: _____ Email: _____

Name: _____
 Const ID: _____
 File Name: _____

Office Use Only

AD RATES

Pricing for press-ready ads only. Additional creative service fees may apply. Payment and ad file are due by deadline date.

- Inside Front Cover (sized as full pg) ... \$1,320
- Inside Back Cover (sized as full pg) ... \$1,320
- Full page \$1,200
(No Bleed 7.375"x9.875"; Bleed 8.625"x11.125")
- 1/2 page Horizontal (7.375"x4.75")..... \$660
- 1/2 page Vertical (3.625"x9.875")..... \$660
- 1/4 page (3.625"x4.75") \$360
- 1/8 page (3.625"x2.375")..... \$180

DISCOUNTS

Discount figured on ad rates, using applicable discount rate based on total issue quantity.

- 3, 4, or 5 issues.....5%
- 6 issues.....10%

SPECS

TRIM SIZE:
8.375"x10.875"

PREFERRED FILE FORMATS:

PDF (preferred): high resolution/press ready quality, fonts embedded, colors converted to CMYK JPG, TIF, PSD: 300 dpi, CMYK, flattened, sized at 100% placement size

EPS: all fonts embedded or converted to outlines, colors converted to CMYK

NOTE: Files containing elements in RGB mode and/ or spot colors will be converted to CMYK mode for press. Color may be affected.

CREATIVE SERVICES

Indicate creative service needs:

- Changes to previous ad:**
\$50 each issue requiring alterations
- Creation of new ad:** \$250 per ad

PAYMENT OPTIONS*

Indicate preferred payment option choice:

- Prepaid single-insertion**
- Prepaid multi-insertion**
- Multi-insertion, per-issue payments:**
Requires credit card on file, charge will be processed after issue's deadline date

INSERTION DATES

Requested Insertion Date(s): (select all that apply)

- Jan/Feb (yr: _____) Jul/Aug (yr: _____)
- Mar/Apr (yr: _____) Sep/Oct (yr: _____)
- May/Jun (yr: _____) Nov/Dec (yr: _____)

Submitting New file

Pick up ad: _____
(issue and pg #)

DEADLINES

ISSUE.....CLOSING DATE
 January/FebruaryNovember 1
 March/AprilJanuary 1
 May/JuneMarch 1
 July/AugustMay 1
 September/OctoberJuly 1
 November/DecemberSeptember 1

TOTAL DUE: \$ _____

PAYMENT: Credit Card
AMERICAN EXPRESS, DISCOVER, MASTERCARD, VISA

Check (enclosed)

Name on card: _____

Card No.: _____

Expiration Date: _____

Billing Address: _____ Same as Above

Authorized Signature: _____

*Mail: American Truck Historical Society
 Attn: DisplayAd Desk
 10380 N. Ambassador Drive #101
 Kansas City, MO 64153*

*Email to: marketing@aths.org
 816-891-9900*