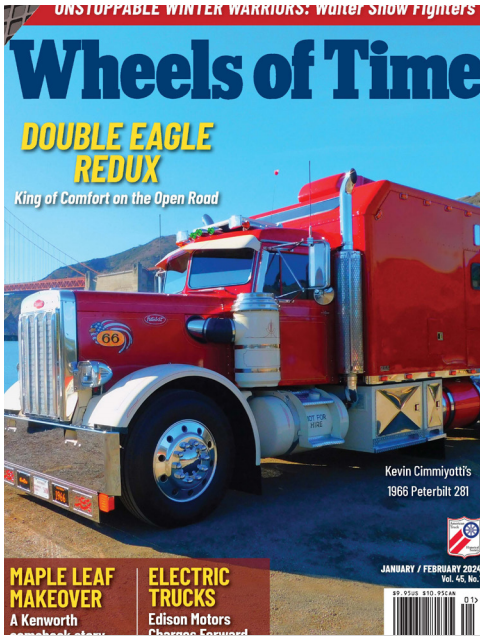


Wheels of Time

M A G A Z I N E



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January / February 2024



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ON THE COVER: 1966 Peterbilt 281 with Double Eagle Redux, owned by Kevin Cimmiyottis.
BY KEVIN CIMMIYOTTIS



THE HEAVYWEIGHT PICKUP IS BORN

Cummins development of the new inline B-series 3.9 and 5.9 liter engine family in the early 1980's allowed for more power and torque in a compact package. It didn't take long for marketing and engineering to start repowering light duty trucks and vans with the engine to help prove its viability in the automotive space.

Cummins purchased a new 1985 Dodge D150 from the local dealership in Columbus, Indiana and repowered it with a prototype 5.9 Turbo Diesel and presented the truck to Chrysler. A few years later, Dodge now had the only turbo-charged diesel engine in the HD pickup market, competing against naturally aspirated V8 diesel and gasoline engines offered by the other "big two".

The first year of sales far surpassed expectations and the Cummins powered pickup lives on today with more than 3.5 million Cummins-powered Ram trucks produced.



Cummins.com

WHEELS OF TIME is published by the American Truck Historical Society. It 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

25,000

Magazines are distributed bi-monthly to members in 50 states and 21 countries and available for sale in select retail



DISPLAY ADVERTISING RATES

Back Cover (Bleed 8.625"x11.125")	\$1,500
Inside Front or Inside Back Cover (No Bleed 7.375"x9.875"; Bleed 8.625"x11.125")	\$1,320
Full Page (No Bleed 7.375"x9.875"; Bleed 8.625"x11.125")	\$1,200
1/2 Page (Vertical or Horizontal) 3.625" x 9.875" or 7.375" x 4.75"	\$660
1/4 Page 3.625" x 4.75"	\$360
1/8 Page 2.375" x 3.625"	\$180

Multi-issue discounts available. See Insertion Order.
ATHS Chapter Truck Show ads receive 20% discount.

Creative Services

New ad: \$250 per ad
Alterations: \$50 per hour

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 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 or press. Color may be affected.

CLASSIFIED ADVERTISING RATES

FOR SALE AD: Selling a truck or related item?		
	ATHS MEMBER	NON-MEMBER
Ad text (40 word max)	\$25	\$35
Photo (2 max)	\$35 each	\$50 each
Highlighted background	\$20	\$20
EMAIL BACKLOT@ATHS.ORG WITH AD OR PLACE ONLINE AT www.aths.org/shop-sell/back-lot-classified/		
WANTED AD: Looking for a truck-related item?		
	ATHS MEMBER	NON-MEMBER
Ad text (40 word max)	FREE	\$35
Photo (2 max)	\$35 each	50 each

The Back Lot is a classified ads section listing old trucks, truck parts, and trucking memorabilia. Ads are placed in the magazine and online backlot.aths.org for 90 days. Non-truck related ads will not be permitted. Rates good through December 31, 2024.

Ad Deadlines

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

Deadlines falling on a weekend or holiday will be extended until the next business day.

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

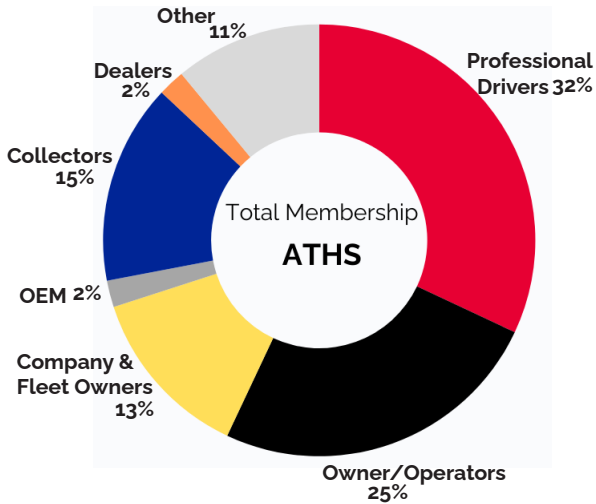
Ashley Sweno, Owner of Dan's Shop

Wheels of Time



MEMBERSHIP

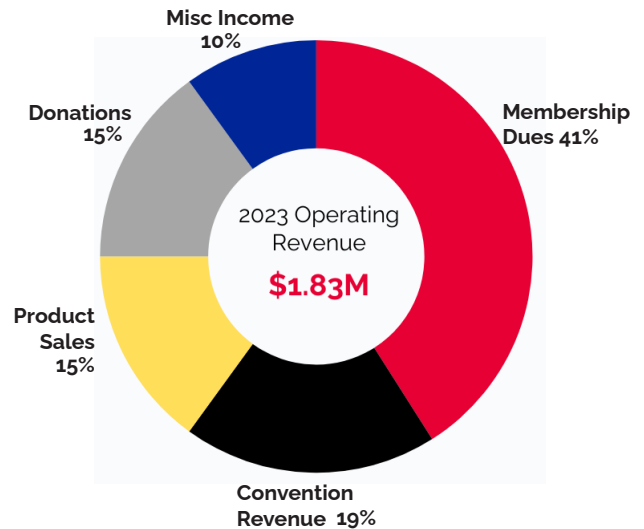
Founded in 1971, the American Truck Historical Society is a 501(c)(3) nonprofit formed to "Preserve the History of Trucks, the Trucking Industry, and its Pioneers." With 15,000+ members, ATHS is the largest community of truck enthusiasts in the world! Whether you restore antique trucks, collect memorabilia,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



FINANCIAL HEALTH

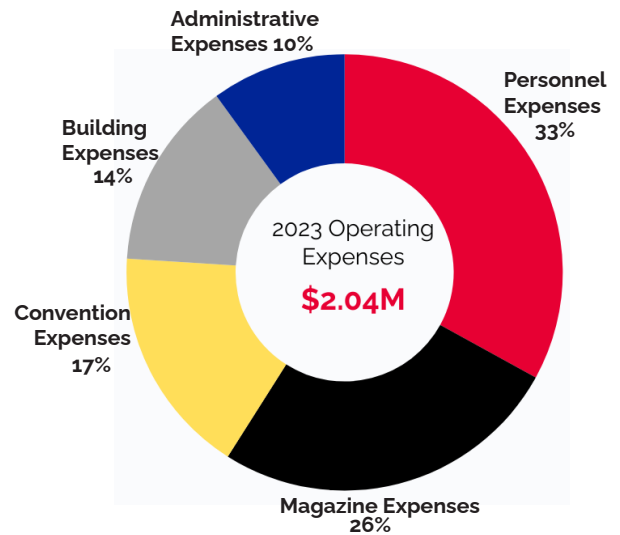
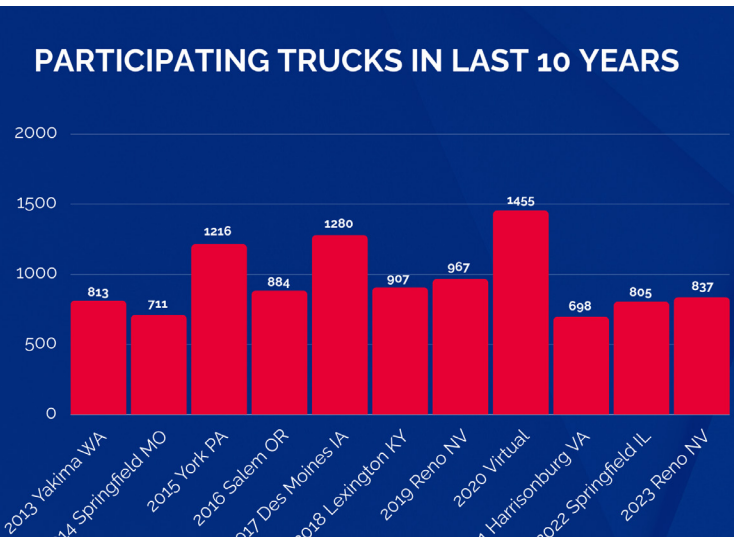
ATHS is funded by various sources. Membership Dues and the Convention Revenue made up 60% of our revenue in 2023. We are always working on new and additional sources of support. Expenses did outpace revenue in 2023 and this is being addressed by various measures in 2024 to return ATHS to a balanced budget.

In addition to the funds available for operations, ATHS holds a \$1.15 Million Endowment and the George Schroyer Memorial Scholarship Fund with a balance of \$62,000.



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. Over the years, this event has grown exponentially. Today, ATHS anticipates the participation of nearly 1,000 trucks and welcomes about 10,000 spectators annually.





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

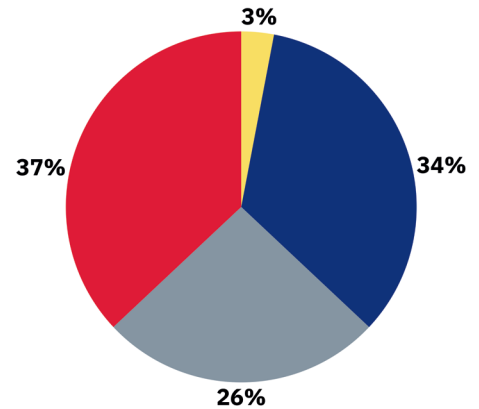


7
Distinguished Service

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.

- Historical Photos
- Book & Periodicals
- Historical Artifacts
- Trucking & Sales Literature



ATHS COMMUNICATIONS

WHEELS OF TIME

25,000

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

SOCIAL MEDIA

107.6K

Followers



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.

Back Cover (w/bleed 8.625x11.125)....\$1,500

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 (Vertical or Horizontal)..... \$660
(3.625" x 9.875" or 7.375" x 4.75"

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" 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 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
816-777-0999*