



**MEDIA
KIT**

2026

**AMERICAN
TRUCK
HISTORICAL
SOCIETY**

ATHS.ORG

MEDIA STATISTICS

123K+
SOCIAL MEDIA

25+
WOT VIEWERS

8K+
WEBSITE
MONTHLY
VISITORS

**WHEELS
OF TIME**

**2025 COMMUNICATOR
AWARD OF DISTINCTION**

Greetings

JOHN GRAVLEY, EXECUTIVE DIRECTOR



American Truck Historical Society (ATHS) is known for its mission to preserve the history of the American trucking industry and celebrate its pioneers. One of the best ways that we showcase our mission is through our *Wheels of Time* magazine. The 25,000 copies we produce every two months reach all over North America, Australia, and Europe. The magazine is filled with trucking history and stories about the people who drive, restore, and love these old trucks. And in 2025, *Wheels of Time* won the 2025 Communicator Award of Distinction presented by AiVA. The Communicator awards are the largest and most competitive programs recognizing excellence in marketing, communication, and creative work.

Whether you are looking to promote your product or service, or support ATHS, we invite you to see what opportunities best fit your marketing strategy. In addition to *Wheels of Time* print advertising, we also offer digital opportunities through our social media channels, website, and mobile app. Contact us at marketing@aths.org or call 816-777-0999.

Interested in being a vendor or sponsor for our National Convention & Truck Show? Contact us at events@ATHS.org or give us a call 816-777-0924 for more information.



ATHS.ORG

Wheels of Time

M A G A Z I N E



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 An exciting new project from ATIS. The Driver's Log is capturing trucking stories from the people who make trucking history every day of the year.
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 On America's West Coast, there are few truckers companies on the road. Now, RadioMemo enters a new era with ATIS members from historic New Orleans and the trucking industry's past, present, and future to be broadcasted at a time.
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 Learn how to capture your truck's story with photos that do it justice. These simple tips on lighting, angles, and timing will help you get the perfect image every time.
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www.WOTMag September / October 2025

BACK TO THE 50s

Take a step back in time with a Rogers "Wobble Wheel" Beam Trailer replica



Authentic, detailed, fully-functional 1:50 scale diecast models
 www.heavyhaulreplicas.com | 1.800.481.2450

WHEELS OF TIME is an award-winning magazine 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 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 via mail and email – and available for sale in select retail U.S. outlets WOT was first published in 1980.

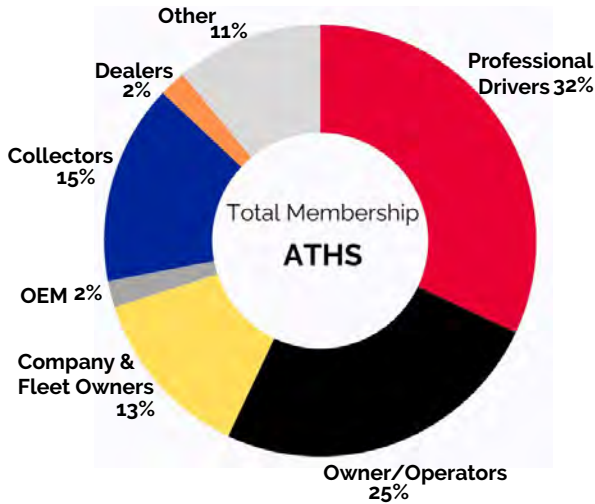


2025 COMMUNICATOR AWARDS OF DISTINCTION



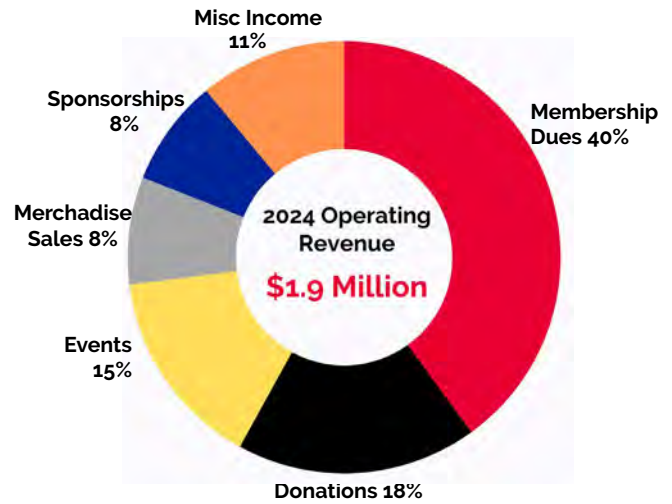
MEMBERSHIP

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 14,000+ 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:



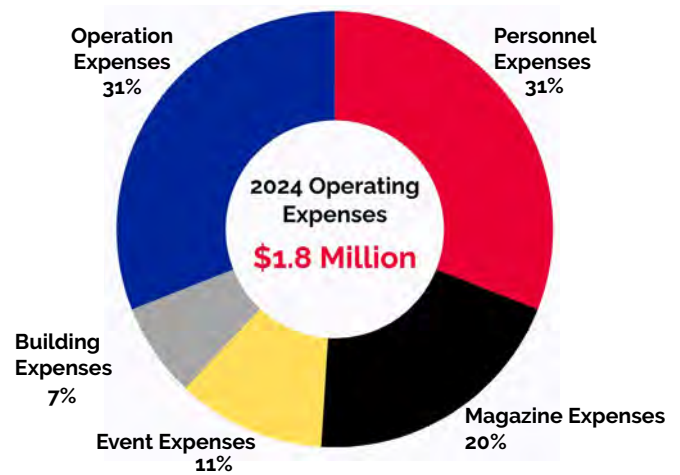
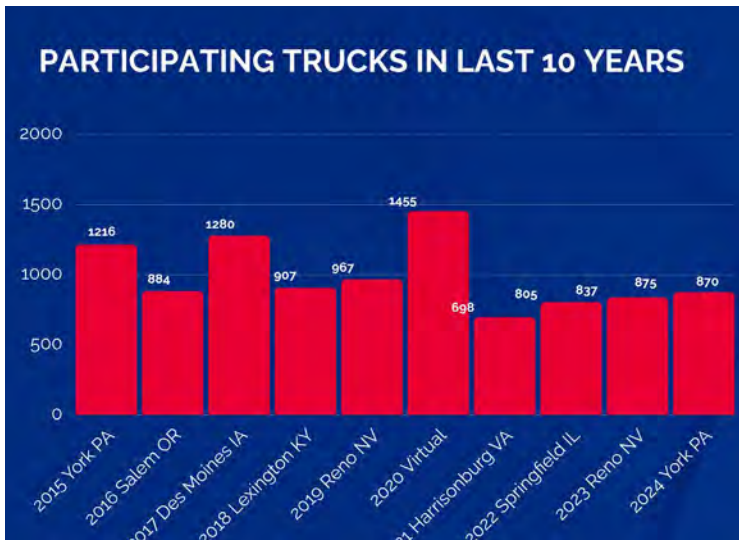
FINANCIAL HEALTH

ATHS is funded by various sources. Membership Dues, Donations, and Events Revenue made up 73% of our revenue in 2024. There was a 3% uptick in donations that helped ATHS with a balanced budget along with a decrease in personnel, magazine, convention, and building expenses. In addition to the funds available for operations, ATHS holds a \$1.15 Million Endowment and the ATHS Scholarship Fund has a balance of \$59,000.



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 up to 6,000 spectators annually.





AWARDS

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



19
Museum
Recognition



27
Historian of
the Industry



9
Harris
Saunders Sr



128



39



11



630
Golden
Achievement



803
Founder

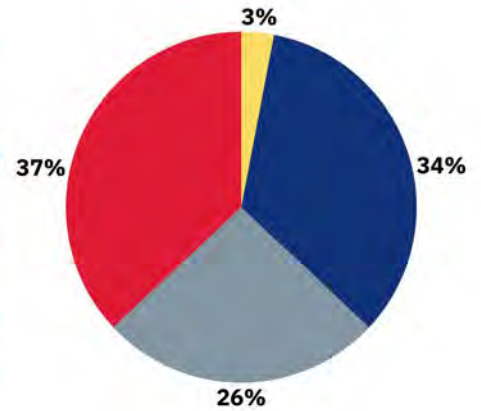


9
Distinguished
Service

LIBRARY COLLECTION

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

- Historical Photos 185,000
- Book & Periodicals 170,000
- Historical Artifacts 15,000
- Trucking & Sales Literature 130,000



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. WOT has earned the 2025 Communicator Award of Distinction. Show Time is published annually, featuring the trucks at the National Convention & Truck Show.

SOCIAL MEDIA

123.9K

Followers



YouTube



ATHS WEEKLY

14,000

Distributed weekly to active members.

WEBSITE ATHS.ORG

8,000

Monthly visitors

DISPATCH eNEWSLETTER

412

Distributed to ATHS Leaders monthly

2026 AD RATES

DISPLAY ADVERTISING RATES

Ad Size	1x Rate	3x, 4x, 5x Rate	6x Rate
Full Page	\$3,000	\$2,900	\$2,500
1/2 Page Horizontal	\$2,000	\$1,900	\$1,500
1/2 Page Vertical	\$2,000	\$1,900	\$1,500
1/4 Page Banner	\$1,500	\$1,400	\$1,000
1/4 Page Horizontal	\$1,500	\$1,400	\$1,000
1/4 Page Vertical	\$1,500	\$1,400	\$1,000

COVER RATES

Ad Size	1x Rate	3x, 4x, 5x Rate	6x Rate
Outside Back	\$5,000	\$4,900	\$4,500
Inside Front	\$4,000	\$3,900	\$3,500
Inside Back	\$4,000	\$3,900	\$3,500

BACK LOT CLASSIFIED ADVERTISING RATES

FOR SALE AD	Member Rate	Non-Member Rate
40 words, no photo	\$30	\$40
40 words, 1 photo	\$70	\$95
40 words, 2 photos	\$110	\$150

Add a highlighted background to any ad: \$20

WANTED AD	Member Rate	Non-Member Rate
40 words, no photo	FREE	\$40
40 words, 1 photo	\$40	\$95
40 words, 2 photos	\$80	\$150

**"The Back Lot is the first thing I turn to when I get my Wheels of Time in the mail."
-ATHS Member (anonymous)**

Ad Deadlines

Jan/Feb Issue
Reserve by Nov. 1

Mar/Apr Issue
Reserve by Jan. 1

May/June Issue
Reserve by March 1

Jul/Aug Issue
Reserve by May 1

Sep/Oct Issue
Reserve by July 1

Nov/Dec Issue
Reserve by Sept. 1

Artwork is due two weeks after reservation deadline.

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

About Back Lot

The Back Lot is a classified ads section listing trucks, truck parts, and trucking memorabilia both for sale and wanted.

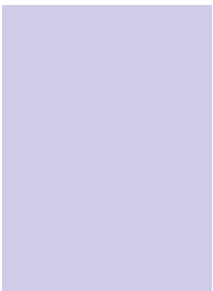
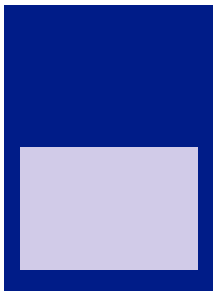
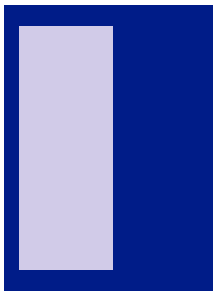

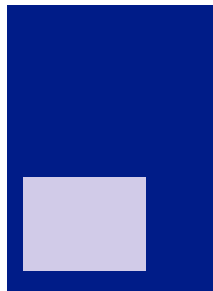
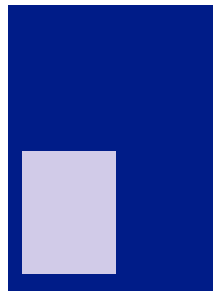
Ads are placed in one issue of *Wheels of Time* in the Back Lot section at the end of the book. They will also appear on the ATHS website for 90 days.

The Back Lot classifieds follows the same deadline schedule as display advertising.

Non-truck related ads will not be permitted.

PRODUCTION SPECS

AD SIZES (NOTE: All measurements are inches. Trim Size: 8.375 x 10.875)

					
8.625 x 11.125 (with bleed)	8.625 x 11.125 (no bleed)	8.625 x 11.125 (no bleed)	7 x 2.125 (no bleed)	4.75 x 3.625 (no bleed)	3.625 x 4.75 (no bleed)
7.375 x 9.875 (no bleed)	7.375 x 4.75	3.625 x 9.875		7.375 x 4.75	7.375 x 4.75

PREFERRED FILE FORMAT

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. Files containing elements in RGB mode and/or spot colors will be converted to CMYK mode or press. Color may be affected. Bleeds only allowed on full page. Email files to advertising@aths.org

CREATIVE SERVICES

\$250 new ad / \$50 Alterations



**2025 COMMUNICATOR
AWARD OF DISTINCTION**

“ 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



Advertising Insertion Order

Contact Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Country: _____

Phone: _____

Email: _____

Wheels of Time



American Truck
Historical Society

DISPLAY ADVERTISING RATES

Ad Size	1x Rate	3X, 4X, 5X Rate	6x Rate
Full Page	\$3,000	\$2,900	\$2,500
1/2 Page Horizontal	\$2,000	\$1,900	\$1,500
1/2 Page Vertical	\$2,000	\$1,900	\$1,500
1/4 Page Banner	\$1,500	\$1,400	\$1,000
1/4 Page Horizontal	\$1,500	\$1,400	\$1,000
1/4 Page Vertical	\$1,500	\$1,400	\$1,000

Select the Ad Size

Select how many x to run Ad

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#)

COVER RATES

Ad Size	1x Rate	3X, 4X, 5X Rate	6x Rate
Outside Back	\$5,000	\$4,900	\$4,500
Inside Front	\$4,000	\$3,900	\$3,500
Inside Back	\$4,000	\$3,900	\$3,500



BILLING Pay in Full

Invoice before each issue

ISSUE.....RESERVE DATE

January/February.....November 1

March/April.....January 1

May/June.....March 1

July/August.....May 1

September/October.....July 1

November/December.....September 1

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.

TOTAL DUE: \$ _____

AD RATE x AD RUN

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: Display Advertising
10380 N. Ambassador Drive #101
Kansas City, MO 64153

Email to:
advertising@aths.org
816-777-0999

DIGITAL ADVERTISING

Website - 8,000 Users

Size: 728 x 90 px | Preferred File Format: PDF, JPG, PNG



Website Banner \$400
30 Days

Website Banner \$275
14 Days

Social Media - 102,000 Followers

Size: 940 x 788 px.

Facebook (1) Post
\$199



Facebook (2) Posts
\$349



Facebook (3) Posts
\$449

Mobile App - 1100 Users

Splash Screen \$750
Placement on the opening screen of app 90 Days

News Feed Display Ad Banner \$500
1032 x 360 px 90 Days

Event Display Ad Banner \$250
1032 x 360 px 90 Days

Push Notification \$50
Notification deployed network-wide per push

Package Deal \$1,500
Includes above with 6 push notifications 90 Days

Website & Social Media Ad Deadlines

Submit Website and Social Media ads two weeks prior to desired published date.

Mobile App Ad Deadlines:

Jan/Feb/Mar: Reserve by Dec. 1
Apr/May/June: Reserve by March 1
July/Aug/Sep: Reserve by June 1
Oct/Nov/Dec: Reserve by Sept. 1

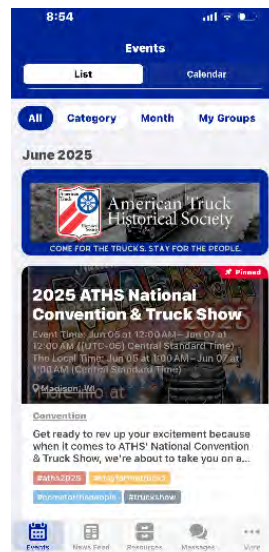
Deadlines falling on a weekend or holiday will be extended until the next business day.

Creative Services

New ad: \$100 per ad
Alterations: \$25 per ad

Contact

To reserve your ad, email advertising@ATHS.org or call 816-777-0999.



DOWNLOAD THE ATHS CONNECT MOBILE APP

Search "ATHS Connect" in your App store or Scan the QR code.



ATHS has a strong social media presence on Facebook with 100K+ followers.



Digital Advertising

Insertion Order



American Truck
Historical Society

Contact Name: _____

Company: _____

Address: _____

City/State/Zip: _____ Country: _____

Phone: _____ Email: _____

DISPLAY AD RATES

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

- Website Banner 30 Days (728 x 90 px) \$400
- Website Banner 14 Days (728 x 90 px) \$275
- Facebook Post (1) (940x788 px) \$199
- Facebook Posts (2) (940x788 px) \$349

Mobile app "ATHS Connect"

- Splash Screen, 90 Days \$750
- News Feed Display Ad Banner, 90 Days \$500
- Event Display Ad Banner, 90 Days \$250
- Push Notification \$50/ea,
- Package Deal \$1,500
- Above with 6 push notifications

Mobile app "ATHS Connect" Due Dates

- Jan/Feb/Mar Dec. 1
- Apr/May/June March 1
- July/Aug/Sep June 1
- Oct/Nov/Dec Sept. 1
- September/October July 1
- November/December September

CREATIVE SERVICES

Requested Insertion Date(s):

- Website Banner 30 Days
- Website Banner 14 Days
- Facebook Post (1)
- Facebook Post (2)
- Facebook Post (3)

**Pick up last ad:
Submitting New file**

PREFERRED FILE FORMATS:

JPEG, PNG, GIF (ANIMATED).
72 dpi resolution. For animated ads, ensure animations are 15-30 seconds maximum and loop no more than 3 times.

CREATIVE SERVICES

Create new Ad: \$100 per ad
Alterations: \$25 per ad

TOTAL DUE: \$ _____

PAYMENT: Credit Card
(Disc, AmEx, Visa, MC)
 Check (enclosed)

Name on card: _____

Card No.: _____

Expiration Date: _____

Billing Address: _____ Same as Above

Authorized Signature: _____

Mail: American Truck Historical Society
Attn: Digital Advertising
10380 N. Ambassador Drive #101
Kansas City, MO 64153

Email to:
advertising@aths.org
816-777-0999

NATIONAL CONVENTION & TRUCK SHOW



We're excited to invite you to the American Truck Historical Society's biggest event of the year — the National Convention & Truck Show.

This annual gathering brings together folks who love trucks — whether they work with them, restore them, collect them, or just enjoy the stories they carry. It's a weekend full of great people, great trucks, and a shared passion for the road.

Whether you attend as a vendor, sponsor, or spectator, it's a great place to meet others who share your interests and values!

Be Seen: This is your chance to connect with thousands of people who care about trucks. Whether you're showcasing products, selling parts, or promoting your brand, you'll meet people who are genuinely interested.

Show You Support The Trucking Story
Partnering with ATHS means helping preserve and celebrate the history of trucking in America. It's something our members and your customers care about.

Find The Right Fit: From simple booths to major sponsorships, we've got options for every budget and goal.

Let's Hit The Road Together!

We'd love to have you join us. Download the prospectus at aths.org/convention/2026-convention/vendors-sponsors or contact us at events@aths.org



SAVE THE DATE!

June 4-6 2026 (Exhibit Dates)

Ozark Empire Fairgrounds | Springfield, Missouri