2015 STLE Marketing Resource Guide

Customize a multimedia strategy—and reach 13,000 industry professionals!

- TLT magazine print advertising
- TLT magazine digital advertising
- Annual Meeting Trade Show
- Annual Meeting Sponsorships
- Corporate Membership
- Commercial Marketing Forum
- CMF Plus
- Annual Meeting Promotional Brochure
- Annual Meeting Program Guide
- Website advertising
- STLE Update e-newsletter
- Webinars
Partner with the premier technical society serving the multibillion-dollar lubricants industry.

Who we are
The Society of Tribologists and Lubrication Engineers is the leading technical organization serving those who manufacture, market and support lubricants, lubricant additives, lubrication systems and other lubricant-related products. Headquartered in Chicago, STLE is an international organization serving an audience of some 13,000 lubricant professionals.

Our Mission
STLE’s mission is to advance the science of tribology and best practices in lubrication engineering. Our goals include fostering innovation, improving the performance of equipment and products, conserving resources and protecting the environment.

What we do
STLE offers its members industry-specific education and training, professional resources, technical information and career development. Our product suite includes meetings and conferences, certifications, print and digital publications, Webinars and both face-to-face and online education courses.

A powerful partner
STLE is recognized throughout the lubricants industry as the single best source of reliable and accurate technical information. Partnering with STLE confers the seal of authority on your organization and affiliates you with the leading community of lubricant experts.

Building a customized, multimedia program
STLE provides a multitude of marketing opportunities that tap into the powerful STLE audience. Customizing opportunities to fit your needs and budgets maximizes your marketing dollars and ensures that your message reaches the largest possible audience.

Choose from the following print, online and face-to-face opportunities:
- TLT magazine print advertising
- TLT magazine digital advertising
- 2015 Trade Show in Dallas, Texas (USA)
- 2015 Annual Meeting Sponsorships
- Corporate Membership
- Website advertising
- STLE Update e-newsletter
- 2015 Commercial Marketing Forum (CMF)
- 2015 CMF Plus – Special section of TLT magazine
- Student Events
- 2015 Annual Meeting Promotional Brochure
- 2015 Annual Meeting Program Guide
- Webinars
STLE Demographics

Domestic and International reach
With its print and digital products, plus face-to-face industry events, STLE serves a market of some 13,000 lubricant professionals worldwide. STLE is an international organization, with 22% of our membership coming from 70 nations outside of North America.

Power buyers
80% of STLE members authorize purchases, evaluate products and recommend vendors.

Key markets
Following are the percentages of STLE members who purchase or recommend these products and services:
- Base oils 34%
- Consulting services 41%
- Formulated oils 48%
- Grease 42%
- Lubricant additives 46%
- Software 32%
- Support services 46%
- Testing/analysis equipment 68%

A focused audience
Two-thirds of STLE members are lubricant manufacturers, additive manufacturers/suppliers or end-users of lubricants and lubricant-related products:
- 26% Lubricant manufacturers
- 24% Additive manufacturers and suppliers
- 16% End-users of lubricants
- 5% Academics
- 5% Base oil suppliers
- 4% Testing
- 2% Equipment manufacturers
- 18% Other technical professionals in the lubricants industry.

A tech-savvy audience
85% of STLE members are college grads, and 44% hold advanced degrees in engineering, chemistry or another science-based discipline.
- 20% Doctorate
- 24% Master’s
- 41% Bachelor’s

Representing many job functions
STLE members come from all segments of the lubricants industry:
- Senior corporate management
- Plant management & maintenance
- Researchers & product developers
- Sales & marketing personnel
- Technical services
- Formulators
- Engineers & chemists

Serving a wide range of markets
STLE members are involved in virtually all lubricant-related markets:
- Aeronautics
- Automobile
- Bearings
- Ceramics/composites
- Energy
- Gears
- Grease
- Hydraulic Equipment
- Metalworking Fluids
- Mobile Equipment
- Nanotribology
- Nonferrous Metals
- Power generation
- Seals
- Solid Lubricants
- Synthetic Lubricants
- Tribotesting and more.

Start building your business today!
Contact Tracy Nicholas VanEe • 630-922-3459 or tnicholas@stle.org
## TLT Magazine

Launched in 2003, TLT is STLE’s most visible member service. Membership surveys consistently rate it as STLE’s No. 1 service.

TLT was created to aid in the technical education and professional development of STLE members and industry colleagues. Each issue is packed with feature articles, best practice analyses, industry surveys, interviews with leading professionals, resources, lubrication fundamentals and more. Through its print and digital editions, TLT delivers world-class technical content to some 13,000 leading lubricant professionals each month.

### 2015 TLT Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Content Focus</th>
<th>Ad Close</th>
<th>Ad Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>• Oil Analysis</td>
<td>• Synthetic Lubricants</td>
<td>• Nanotribology</td>
</tr>
<tr>
<td>February</td>
<td>• New Technology</td>
<td>• Automotive Tribology</td>
<td>• Wires, ropes &amp; chains</td>
</tr>
<tr>
<td>March</td>
<td>• Metalworking Fluids</td>
<td>• Grease</td>
<td>• Oil Analysis</td>
</tr>
<tr>
<td>April</td>
<td>• Oil Analysis</td>
<td>• Bearings</td>
<td>• Base Oils</td>
</tr>
<tr>
<td>May</td>
<td>• Grease</td>
<td>• Surface Engineering</td>
<td>• Synthetics</td>
</tr>
<tr>
<td></td>
<td><em>Pre-convention issue!</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>• Hydraulics</td>
<td>• Oil Analysis</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Bonus circulation: 1,600 copies distributed at STLE’s 2015 Annual Meeting &amp; Exhibition in Dallas.</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>• Bearings</td>
<td>• Automotive Tribology</td>
<td>• Oil Analysis</td>
</tr>
<tr>
<td></td>
<td><em>Post-convention issue &amp; Summer Sales Special!</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>• Metalworking Fluids</td>
<td>• Bearings</td>
<td>• Grease</td>
</tr>
<tr>
<td></td>
<td><em>Summer Sales Special – buy a TLT ad, get your 2016 trade show booth in Las Vegas for free!</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>• Additives</td>
<td>• Grease</td>
<td>• Gears</td>
</tr>
<tr>
<td>October</td>
<td>• Oil Analysis</td>
<td>• Metalworking Fluids</td>
<td>• Automotive Tribology</td>
</tr>
<tr>
<td></td>
<td><em>Bonus circulation at the 2015 ILMA Annual Meeting in Boca Raton, Florida. PLUS: Fall Sales Special – buy a TLT ad, get your 2016 trade show booth in Las Vegas for free!</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>• Metalworking Fluids</td>
<td>• Hydraulics</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>• Additives</td>
<td>• Oil Analysis</td>
<td>• Grease</td>
</tr>
</tbody>
</table>

### IN EVERY ISSUE:
- Feature articles
- Lubrication Fundamentals
- Q&A with leading industry professionals
- Emerging-technology reports
- Sales strategies
- New products
- Industry surveys
- Professional resources
- Condition Monitoring
- International Reports
- Practical applications
- Industry news
Magazine Trim Size: 8.5 inches wide by 11.25 inches high. Please keep text at least half an inch from edges of full-page bleed ads to ensure that important information is not trimmed in production.

Electronic File Requirements: TLT only accepts Press Quality high-resolution (at least 300 dpi) electronic files. PDF is preferred.

### 2015 Ad Rates and Mechanical Specs

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,766</td>
<td>$2,496</td>
<td>$2,227</td>
<td>$1,956</td>
<td>$1,686</td>
</tr>
<tr>
<td>Two-thirds</td>
<td>$2,268</td>
<td>$2,046</td>
<td>$1,824</td>
<td>$1,604</td>
<td>$1,381</td>
</tr>
<tr>
<td>Half</td>
<td>$1,935</td>
<td>$1,747</td>
<td>$1,558</td>
<td>$1,370</td>
<td>$1,181</td>
</tr>
<tr>
<td>Third page</td>
<td>$1,605</td>
<td>$1,446</td>
<td>$1,230</td>
<td>$1,134</td>
<td>$978</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$1,438</td>
<td>$1,296</td>
<td>$1,157</td>
<td>$1,016</td>
<td>$875</td>
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**Special Positions**

<table>
<thead>
<tr>
<th>Position</th>
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<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>IFC</td>
<td>$5,949</td>
<td>$5,355</td>
<td>$4,759</td>
<td>$4,162</td>
<td>$3,568</td>
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<tr>
<td>IBC</td>
<td>$5,823</td>
<td>$5,151</td>
<td>$4,583</td>
<td>$4,008</td>
<td>$3,435</td>
</tr>
<tr>
<td>OBC</td>
<td>$6,559</td>
<td>$5,903</td>
<td>$5,245</td>
<td>$4,591</td>
<td>$3,935</td>
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<tr>
<td>Center Spread</td>
<td>$6,598</td>
<td>$6,268</td>
<td>$5,726</td>
<td>$5,188</td>
<td>$4,630</td>
</tr>
<tr>
<td>Contents (p. 3)</td>
<td>$4,557</td>
<td>$4,221</td>
<td>$3,882</td>
<td>$3,544</td>
<td>$3,215</td>
</tr>
</tbody>
</table>

**Color Charges**

- One-color: $388
- PMS Match: $472
- Four-color: $1,050
- Bleed: nc

**Additional Charges**

- Audio embedded in ad: $220
- Video embedded in ad: $330
- Animation in ad: $220
- Special Positioning: 10% upcharge

**Dimensions**

- Double Page Spread (full bleed): 17 1/4" W x 11 1/2" H
- Full page (full bleed): 8 1/8" W x 11 1/2" H
- Two Page Spread (no bleed): 15 3/4" W x 10" H
- Single Page (no bleed): 7 1/4" W x 10" H
- 1/2 Island: 4 1/2" W x 7 1/2" H
- 1/3 Square: 4 1/4" W x 4 1/4" H
- 1/4 Vert. 3 1/2" W x 4 1/4" H
- 1/2 Vert. 3 1/2" W x 10" H
- 1/2 Horizontal: 7 1/2" W x 4 1/4" H

Start building your business today!

Contact Tracy Nicholas VanEe • 630-922-3459 or tnicholas@stle.org
Do you fit at STLE’s exhibition?
The answer is **YES** if your organization markets any of the following products and services:

- Base Oils
- Condition Monitoring/Testing Analysis
- Consulting Services
- Environmental Protection Re-refining
- Equipment Material Supplies and Services
- Industrial Fluids
- Lubricant Additives
- Lubricant Management
- Metalworking Fluids
- Metalworking Fluid Additives
- Synthetic Lubricants.

**Pricing for SuperSized Booths**—save more than $7,300!

For companies that want to set themselves apart in the lubricants industry, STLE is offering four 20-by-20-foot SuperSized booths that are four times the square area of a standard booth. Companies that display in these booths differentiate themselves and are guaranteed high traffic.

All of the services that come with a standard booth are included with the SuperSized booths. In addition, to help you get the most from your premium booth, STLE offers a SuperSized Exhibitor Package combining exhibit space with an unbeatable marketing combination that still allows you to realize more than $6,500 in savings:

- Premium booth size (20-by-20 feet)
- Full-page, color ads in the Pre-convention, Convention and Post-convention issues of TLT, STLE’s official magazine that reaches 13,000 lubricant professionals monthly
- One full-page color tab advertisement in the Program Guide distributed on site at the Dallas Omni.

**SuperSized booths: Corporate Member Price:**

<table>
<thead>
<tr>
<th>Total Value</th>
<th>$20,079</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your cost</td>
<td>$13,922</td>
</tr>
<tr>
<td><strong>Your savings:</strong></td>
<td>$6,157</td>
</tr>
</tbody>
</table>

**SuperSized booths: Non-Corporate Member Price:**

<table>
<thead>
<tr>
<th>Total Value</th>
<th>$21,679</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your cost</td>
<td>$14,322</td>
</tr>
<tr>
<td><strong>Your savings:</strong></td>
<td>$7,357</td>
</tr>
</tbody>
</table>

**BUSINESS BUILDER TIP:** Promote your exhibit with an ad in the Annual Meeting Promotional Brochure and follow up with the same ad in the Convention issue of TLT and the Annual Meeting Program Guide, both distributed on site in Dallas.
Future STLE Annual Meeting Dates & Locations

Las Vegas, Nevada • May 15-19, 2016
Atlanta, Georgia • May 21-25, 2017

Minneapolis, Minnesota • May 20-24, 2018
Nashville, Tennessee • May 19-23, 2019

STLE 70th Annual Meeting & Exhibition
Dallas Omni Hotel, Dallas, Texas (USA)

Annual Meeting dates: May 17-21
Exhibition dates: May 18-20

STLE 70th Annual Meeting & Exhibition
Dallas Omni Hotel, Dallas, Texas (USA)

Annual Meeting dates: May 17-21
Exhibition dates: May 18-20

DALLAS 2015 FLOOR PLAN

Start building your business today!
Contact Tracy Nicholas VanEe • 630-922-3459 or tnicholas@stle.org
Other Annual Meeting Marketing Opportunities

Sponsorships

Typically attracting about 1,600 attendees, STLE’s Annual Meeting & Exhibition is the place where the lubricants community gathers to conduct business, renew relationships and make marketing plans for the upcoming year. Sponsorships at STLE’s Annual Meeting are a great way to gain exposure and raise the profile of your company in Dallas in 2015.

Sponsorships come in all shapes, sizes and prices and are designed to fit everyone’s marketing budget.

Business Builder Tip: Package your sponsorship with a four-point ad program in the Annual Meeting Program Guide and TLT’s Pre-convention, Convention and Post-convention issues.

Palladium Level Sponsorship Opportunities

This highest category of offering promises maximum exposure to companies looking to stand out in the crowd at the 2015 STLE Annual Meeting & Exhibition. Individual acknowledgement features are outlined below and are added to the following standard STLE Sponsorship exposure benefits:

- Your company’s name appears in STLE’s Program Guide (see page 10), which is delivered on site at the Dallas Omni and referred to constantly during all five days of the Meeting.
- Your sponsorship is promoted on STLE’s Website, in three TLT convention-themed issues, in STLE’s Update e-Newsletter plus slide presentations and signage throughout the Dallas Omni.
- A sponsorship listing in the Annual Meeting Mobile App keeps your company name at the forefront before, during and after the Meeting week.

Palladium Level—$4,000 (plus sponsorship costs in some cases)

Registration Bags

Your company name appears on each of the bags, which are filled with annual meeting materials. These are high-quality bags designed for long-term use—keeping your company name in sight long after the meeting is over.

Bookmark for Annual Meeting Program Guide

We stuff your 2x7-inch bookmark inside each Annual Meeting Program Guide, which attendees refer to dozens of times a day. The bookmark contains your company’s name, logo and message on both sides.

Directional Floor Signs

Providing highly visible direction to the Exhibition Hall, these large floor decals are placed throughout the venue to point the way. If your company is also an exhibitor, a special “Sponsor” floor decal is placed in front of your booth.

Refreshment Breaks Plus Water Stations

Served twice daily in the Exhibit Hall, these coffee and soft drink breaks offer welcome libations and draw attendees to the show floor. We also offer water dispensers with your company’s name and logo in stations on the show floor and in other convention locations throughout the week. Result: Constant exposure for your company!

Annual Meeting Mobile App

A personal guide and itinerary planner for STLE’s conference that works on all Apple and Android mobile devices. Your company name appears on every page of the app.

Guestroom Keycards

Your company name and logo are printed on each card which keeps your sales message at the fingertips of all 2015 STLE Attendees.
Titanium Plus—More than $3,000

Welcome Gift
Be the first to greet STLE Attendees with Welcome Gift items of your choice—all adorned with your company name and logo.

Badge Lanyards
Let Annual Meeting attendees wear your company’s name and serve as walking advertisements throughout the meeting. The meeting’s most visible sponsorship and certainly its biggest bargain—this one never stops working!

Recharging Lounge
This inviting lounge area in the Dallas Omni features a smart phone recharging unit branded with your company’s name and logo. Signage throughout the lounge area further identifies the company sponsoring this area to “take a break and recharge.”

Exhibitor Appreciation Hour Raffle
Introduced in 2013, the Exhibitor Appreciation Hour provides dedicated time for STLE attendees to visit the STLE exhibition and now is a sponsored event. Adding to the excitement is a raffle to win an iPad or similar item of your choice. Announcement cards go in every Reg Bag, drawing prime attention to your company’s generous gift.

Titanium—$3,000

Education Course Materials
In 2014 more than 600 people attended STLE’s annual meeting education courses. In 2015 the society is offering 11 world-class educational courses taught by the industry’s top experts. Notebooks are referenced continuously after the meeting is over. Your sponsorship includes a full-page, four-color advertisement in the notebooks.

Presidents Luncheon
The Presidents Luncheon is an excellent way to reach a captive audience of more than 800 Annual Meeting attendees. Exposure benefits include signage outside the door of the banquet hall and your company’s logo on the table program cards.

Platinum—$2,000

Speakers Breakfasts Series
The Speakers Breakfasts are held on Monday, Tuesday, Wednesday and Thursday. Between 75-150 high-level decision-makers attend each breakfast.

Multilevel Sponsorships

Welcoming Party
Held Monday night, the Welcoming Party is an Annual Meeting highlight and a great business-networking event. Attendees come to talk business and enjoy friendly conversation and entertainment. This event, which draws multiple sponsors, is available at all of the above levels plus:

- Gold ($1,000)
- Silver ($750)
- Bronze ($500)

Student Activities Sponsorships

The 2015 STLE Annual Meeting & Exhibition again is incorporating programs and activities designed to engage young people pursuing careers in the fields of lubrication engineering and tribology research. Programs like the Student Poster Competition and the annual Student Networking Event benefit greatly from corporate support. If your company is interested in helping to support and advance STLE’s student programs and services, please contact Tracy Nicholas VanEe at 630-922-3459, tnicholas@stle.org.

Don’t be left out! Make sure your company is noticed in the place where it matters most—STLE’s 2015 Annual Meeting & Exhibition!

Start building your business today!
Contact Tracy Nicholas VanEe • 630-922-3459 or tnicholas@stle.org
Annual Meeting Promotional Brochure

**Audience:** 13,000 top lubricant professionals  
**Distribution:** E-mailed (in January, February, March & April 2015), posted on STLE’s Website and archived.

The 2015 Annual Meeting Promotional Brochure is an 88-page digital publication containing the industry’s first look at the conference’s eagerly awaited technical program. Advertising in this special publication lets your key audience know early that you will be at STLE in 2015 looking to do business with them. To maximize your exposure, run the same ad in the January TLT and the Annual Meeting Program Guide.

<table>
<thead>
<tr>
<th>Ad Positions*</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$550</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$1,050</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$800</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$800</td>
</tr>
</tbody>
</table>

Annual Meeting Program Guide

**Audience:** 1,600 Annual Meeting attendees plus 13,000 top lubrication professionals  
**Distribution:** On site at the Dallas Omni and via e-mail  

This 200-page guide is the compass attendees use to navigate STLE’s complex, five-day meeting. Included are programs, room numbers, times and other essential information. Since the guide is the same size as TLT, you can re-use your magazine or Promotional Brochure ad. Create a high-impact package of the Annual Meeting issue of TLT, the Annual Meeting Promotional Brochure and the Annual Meeting Program Guide.

<table>
<thead>
<tr>
<th>2015 Annual Meeting Program Guide Rates*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page: $495 ■ IBC: $1,695</td>
</tr>
<tr>
<td>IFC: $1,795 ■ OBC: $1,895</td>
</tr>
<tr>
<td>Tabs (8 positions available) $1,595</td>
</tr>
</tbody>
</table>

For more than 70 years the lubricant industry’s leading companies have supported STLE by sponsoring employee memberships, volunteering their best people for leadership positions and technical committees and participating in our meetings and conferences.

To reward these loyal companies, STLE created the Corporate Member program. Becoming a Corporate Member means access to STLE’s best marketing features and shows support of the lubricant industry’s premier technical society. Corporate Members achieve significant savings on STLE products and services, particularly the Annual Meeting.

In 2013 STLE expanded the program to include a Corporate Member Premium plan to allow for even greater savings. To determine which plan makes the most sense for your organization, contact STLE national sales manager Tracy VanEe: tnicholas@stle.org, 630-922-3459.

If your company sends two or more individuals to the STLE Annual Meeting or participates through an exhibit or Commercial Marketing Forum, then Corporate Membership is the ultimate strategy for raising your industry profile while saving thousands of dollars.

<table>
<thead>
<tr>
<th>Corporate Member:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price: $1,205 ■ Savings: $1,895</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Corporate Member Premium:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price: $3,315 ■ Savings: $2,682</td>
</tr>
</tbody>
</table>

Commercial Marketing Forum (CMF) & CMF Plus

The CMF is a series of 30-minute marketing sessions at STLE’s 2015 Annual Meeting where you may promote your company’s products and services, something not allowed in the technical sessions. Your CMF session is promoted in the Annual Meeting Program Guide, directing attendees to your presentation.

Then take your message to 13,000 lubricant professionals by converting it to writing and publishing in CMF Plus, a special section in the November 2015 TLT. You receive two spreads (four pages)—three to present your CMF information plus a full-page ad.

<table>
<thead>
<tr>
<th>Commercial Marketing Forum Pricing:</th>
</tr>
</thead>
<tbody>
<tr>
<td>■ $460 for STLE Corporate Members who exhibit</td>
</tr>
<tr>
<td>■ $600 for STLE Corporate Members</td>
</tr>
<tr>
<td>■ $740 for individual members</td>
</tr>
<tr>
<td>■ $820 for non-members</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CMF Plus:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,500 net.</td>
</tr>
</tbody>
</table>
Digital TLT Sponsorship

**Audience:** 13,000 top lubricant professionals worldwide

**Distribution:** E-mailed, posted on STLE Website & archived

Your company can be the sole sponsor of a digital edition of TLT. Your full-page promotional copy appears opposite the front cover and reaches 13,000 top lubrication professionals around the world. Readers clicking on the sponsor page are directed to your Website. Your company logo also appears on every page.

DTLT is archived on STLE’s Website, so your ad message never stops working for you. Choose an issue with content relating to your company’s product offering and establish your presence as an industry leader.

**Rate:** $3,000 net

Bonus: Your sponsorship and company name appear on the front cover of TLT’s print edition.

Webinars

Your company can design its own one-hour presentation, choosing both the topic and speaker. STLE will promote, host (via WebX) and moderate your Webinar, making this marketing service simple but impactful for presenting companies.

For dates, topics and pricing, contact Tracy VanEe at 630-922-3459, E-mail: tnicholas@stle.org.

STLE Update E-newsletter

Covering industry news, society events and professional resources, *STLE Update* is e-mailed weekly to 13,000 leading professionals in the lubricants industry. A great way to keep your company’s image continuously in view of the people who purchase your products and services.

**Rate:** $500/month
Join the growing list of companies partnering with STLE!

The following organizations already are reaping the rewards of choosing STLE as their marketing partner.
Start your marketing program today and begin connecting with the audience that matters most when it comes to purchasing your products and services.

Ace Glass
Advanced Chemical Concepts
Acme-Hardesty
Additives International
Advanced Technology Consultancy
Afton Chemical
AJM Additives
Alcoa Technical Center
Alicona
ALS Laboratory Group
American Chemie-Pharma
American Petroleum Institute
Ametek
Analysts Inc.
Anderol
Angus Chemical
Anton-Paar
APAC Pharmaceutical Products
Arch Chemical
Arizona Chemical
Arkema
Ayalytical Instruments
CIBA Specialty Chemicals
Cimcool
CINRG Systems
Clariant Corp.
Cognis
Colonial Specialty Chemical
Compass Instruments
Condition Monitoring International
Conoco Phillips
Coolant Controls
Coquilib
CRC Press/Taylor & Francis
CRODA
CSM Instruments
Cytec Industries
D.A. Stuart Co.
DC Scientific
Des-Case Corp.
Dover Chemical
Dow Microbial Control
Dow Chemical
DSM Elastomers
DuPont Performance
Eastern Oil Co.
E-lon
Elco Corp.
EMD Chemicals
Emery Oleochemicals
EP Laboratories
EPT
Evonik/RohMax
Additives
Exakt Technologies
ExxonMobil Chemical
Flexcor
Farming Corp.
Federal Process
Flir Systems
Fluid Life Corp.
Formulator Software
FRT of America
Functional Products Inc.
GasTops, Ltd.
GE Advanced Materials
Geo. Pfu & Sons
Hangzhou Sungate
Herguth Labs
Halocarbon
Huajing Powdery Material Co.
Huntsman
Husky Energy
Hydro Systems Company
Ideas Inc.
Idemitsu Kosan
Ineos
Infineum
Industrial Research & Development Institute
Inolex Chemical Co.
Integrilube
Ivanhoe Industries
Invista
ISOPur Fluid Technologies
J.A.M. Specialty Products
Jet-Lube
John Wiley & Sons
Kany Innovations
KH Neochem
King Industries
Koehler Instruments
Kyowa Hakko
Lambent Technologies
LANXESS Corp.
Linterch International
Lonza
Louis C. Eitzen
LPR Global
Lubricor, Inc.
Lubrizol
Lubrizol Metalworking Additives
Mayco
Measurement Specialties
Microtap
Misco Refractometer
Mitsui Chemical
Mobile Industrial Lubricants
Monson Companies
Munzing Group
Mustang Vacuum Systems
Nabtesco Co.
NanoMaterials
Nanomech, Inc.
Nanotech Industrial Solutions
Nanovea
Napoleon Engineering Services
NCEed Enterprises
Nexeo Solutions
Nissan Chemical America Corp.
Novitas Chem Solutions
NSF International
Nye Lubricants
Oletek
OM Group
Omega Chemicals
PAC LP
Palmer Holland
PCC-Chemax
PCS Instruments
P&G Chemicals
Pacific Scientific
Pelichem Associates
Perkin Elmer
Petro Canada
Lubricants
PetroLab Co.
Pilot Chemical
Sunoco Chemicals
Pilot Lubricants
Phibro Chem
Phoenix Tribology
Pilots
Pioneer Chemical
Polartech
PowerTrib Ltd.
Primagy Consultants, Inc.
PVS Norwood Chemical
Quaker Chemical Co.
Qualicex
ReliabilityWeb.com
Renite
Rhein Chemie
Rhodia
Sasol Olefins & Surfactants
Savant Group
Schuelke Inc.
Sea-Land Chemical
SentGenuity
Sentient Science
Shanghai NACO
Lubricants
Shintech Scientific
Solazyne, Inc.
Soltex, Inc.
Soo Environmental
Solway
Spectro
Stepan Co.
Superior Graphite
Taminco
Tannas Company
Taylor & Francis Group
Taylor Hobson
Thermal Lube
TH Hilson
Tianhe Chemicals
Tomah Products
Total Lubricants
Tribes Engineering
Tribotech
TribSys
Trico Corp.
UCON Fluids
UL Information & Insights
United Color Manufacturing
Univar
USD A
Valsala
Vanderbilt Chemicals
Vectron International
Vibration Institute
Wiley Blackwell
Wincom
Wolfe Chemicals
Zinsser
Zyco Corp.