2023 STLE MARKETING RESOURCE GUIDE

Raise your company’s profile and connect with 15,000 technical professionals in the lubricants industry!

• TLT Print Advertising
• TLT Digital Advertising
• Commercial Marketing Forum
• CMF Plus
• E-Opportunities
• Annual Meeting & Exhibition
• Sponsorships
• Corporate Membership
• Corporate Member Profiles

Be part of it!
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 15,000 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, podcasts 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
- Trade Show in Long Beach, California—77th Annual Meeting & Exhibition!
- Sponsorship
- Corporate Membership/Corporate Profiles Publication
- STLE E-newsletter
- Commercial Marketing Forum (CMF)
- CMF Plus—Special Section of TLT
- Email Sponsorship
- Student Events
- Annual Meeting Advance Program
- Annual Meeting Program Guide
- Annual Meeting Mobile App
- 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 15,000 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
- 12% Some college
- 3% Other

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
- Automotive
- Base Oils
- Bearings
- Biobased Lubricants
- Ceramics/Composites
- Electric Vehicles
- Energy
- Gears
- Grease
- Hydraulic Equipment
- Metalworking Fluids
- Mobile Equipment
- Nanotribology
- Nonferrous Metals
- Power Generation
- Seals
- Solid Lubricants
- Synthetic Lubricants
- Tribotesting and more.
2023 TLT Editorial Calendar

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, industry surveys, interviews with leading professionals, resources, best practices, lubrication fundamentals and more. Through its print and digital editions, TLT delivers world-class technical content to some 15,000 leading lubricant professionals each month.

<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>Additives • Lubrication Fundamentals • Condition Monitoring • Wear • Grease</td>
<td>Nov. 23</td>
<td>Nov. 30</td>
</tr>
<tr>
<td></td>
<td><em>2023 STLE Annual Meeting Advance Program provided with this issue!</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>Base Oils • Bearings • Electric Vehicles • Automotive Tribology • Music Tribology • Gears &amp; Gear Lubrication</td>
<td>Dec. 22</td>
<td>Dec. 29</td>
</tr>
<tr>
<td>March</td>
<td>Metalworking Fluids • Condition Monitoring • Grease • Surface Engineering • Oil Analysis</td>
<td>Jan. 24</td>
<td>Jan. 31</td>
</tr>
<tr>
<td>April</td>
<td>Oil Analysis • Metalworking Fluids • Automotive Tribology • Bearings • Nonferrous Metals</td>
<td>Feb. 22</td>
<td>March 1</td>
</tr>
<tr>
<td>May</td>
<td>Grease • Safety, Health &amp; Regulatory Affairs • Oil Analysis • Hydraulics • Base Oils</td>
<td>March 24</td>
<td>March 31</td>
</tr>
<tr>
<td></td>
<td><em>Pre-convention issue!</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Marine Tribology • Synthetic Lubricants • Seals • Automotive Tribology • Microbiology</td>
<td>April 12</td>
<td>April 19</td>
</tr>
<tr>
<td></td>
<td><em>Convention issue!</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Bonus Distribution: STLE 2023 Annual Meeting &amp; Exhibition, May 21-25, Long Beach, Calif. NLGI, June 4-7, San Diego, Calif.</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>Bearings • Automotive Tribology • Grease • Oil Analysis • Electric Vehicles • Condition Monitoring</td>
<td>May 26</td>
<td>May 30</td>
</tr>
<tr>
<td></td>
<td><em>Post-convention issue!</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>Condition Monitoring • Lubrication Fundamentals • Oil Analysis • Metalworking Fluids • Automotive Tribology • Aviation Lubricants</td>
<td>June 23</td>
<td>June 30</td>
</tr>
<tr>
<td>September</td>
<td>Additives • Computer-Aided Tribology • Oil Analysis • Bearings • Solid Lubricants</td>
<td>July 24</td>
<td>July 31</td>
</tr>
<tr>
<td>October</td>
<td>Special TLT 20-year Anniversary Issue • Surface Engineering • Condition Monitoring • Electric Vehicles • Bearings • Automotive Tribology</td>
<td>Aug. 24</td>
<td>Aug. 31</td>
</tr>
<tr>
<td></td>
<td><em>Bonus Distribution: ILMA Annual Meeting, Oct. 7-10, Palm Desert, Calif.</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>Grease • Solid Lubricants • Engine &amp; Drivetrain • Tribotesting • Condition Monitoring • Electric Vehicles</td>
<td>Sept. 22</td>
<td>Sept. 29</td>
</tr>
<tr>
<td>December</td>
<td>Metalworking Fluids • Base Oils • Gears • Automotive Tribology • Lubrication Fundamentals</td>
<td>Oct. 24</td>
<td>Oct. 31</td>
</tr>
</tbody>
</table>
**2023 Ad Rates and Mechanical Specs**

**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.

---

**In Every Issue:**

- Feature Articles
- Lubrication Fundamentals
- Q&A with Leading Industry Professionals
- Emerging Technology Reports
- Market Reports by Products and Geography
- New Products
- Industry Surveys
- Professional Resources
- International Reports
- Practical Applications
- Industry News

---

**Ad Size**  
<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,201</td>
<td>$2,889</td>
<td>$2,577</td>
<td>$2,263</td>
<td>$1,951</td>
</tr>
<tr>
<td>Two-thirds</td>
<td>$2,625</td>
<td>$2,368</td>
<td>$2,110</td>
<td>$1,856</td>
<td>$1,598</td>
</tr>
<tr>
<td>Half</td>
<td>$2,239</td>
<td>$2,021</td>
<td>$1,802</td>
<td>$1,584</td>
<td>$1,367</td>
</tr>
<tr>
<td>Third page</td>
<td>$1,857</td>
<td>$1,673</td>
<td>$1,423</td>
<td>$1,311</td>
<td>$1,131</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$1,663</td>
<td>$1,499</td>
<td>$1,338</td>
<td>$1,175</td>
<td>$1,011</td>
</tr>
</tbody>
</table>

**Special Positions**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>IFC (color charge included)</td>
<td>$6,886</td>
<td>$6,198</td>
<td>$5,507</td>
<td>$4,816</td>
<td>$4,193</td>
</tr>
<tr>
<td>IBC (color charge included)</td>
<td>$6,740</td>
<td>$5,962</td>
<td>$5,305</td>
<td>$4,639</td>
<td>$3,975</td>
</tr>
<tr>
<td>OBC (color charge included)</td>
<td>$7,591</td>
<td>$6,832</td>
<td>$6,071</td>
<td>$5,314</td>
<td>$4,554</td>
</tr>
<tr>
<td>Center spread</td>
<td>$7,637</td>
<td>$7,255</td>
<td>$5,525</td>
<td>$6,005</td>
<td>$5,359</td>
</tr>
<tr>
<td>Contents (p. 3)</td>
<td>$5,274</td>
<td>$4,886</td>
<td>$4,493</td>
<td>$4,102</td>
<td>$3,720</td>
</tr>
</tbody>
</table>

**Color Charges:**
- One-color: $448  
- PMS Match: $545
- Four-color: $1,215  
- Bleed: n/c
- Special Positioning: 10% upcharge

**Additional Options in Digital TLT:**
- Audio embedded in ad: $331
- Video embedded in ad: $551
- Animation in ad: $331

---

**Start Heightening Your Profile Today!**

Contact Tracy Nicholas VanEe • 630-922-3459 or emeraldcomminc@yahoo.com
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 Booth/Marketing Packages—save more than $10,600!

For companies that want to set themselves apart on the 2023 show floor, STLE once again is offering six 20-by-20-foot SuperSized booths that are four times the square area of a standard booth. Companies that display in these booths occupy the prime locations on the show floor 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:

- 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 15,000 lubricant professionals monthly
- One full-page color tab advertisement in the Program Guide distributed on site at the Long Beach Convention Center and posted on the STLE website in April.

<table>
<thead>
<tr>
<th>SuperSized booths: Corporate Member Price:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total value .................................. $27,007</td>
<td></td>
</tr>
<tr>
<td>Your cost ................................... $16,322</td>
<td></td>
</tr>
<tr>
<td>Your savings: ................................ $10,685</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SuperSized booths: Non-Corporate Member Price:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total value .................................. $27,007</td>
<td></td>
</tr>
<tr>
<td>Your cost ................................... $16,722</td>
<td></td>
</tr>
<tr>
<td>Your savings: ................................ $10,285</td>
<td></td>
</tr>
</tbody>
</table>

**PROFILE ENHANCEMENT TIP:** Plan to promote your exhibit with ads in the May Pre-convention issue of TLT, the June Convention issue of TLT, the Annual Meeting Program Guide and the July Post-convention issue of TLT.
Select a size to reserve your exhibit space in Long Beach, California!

2023 Floor Plan
Long Beach Convention Center
Exhibit Hall

2023 Trade Show
- Exhibit Setup Hours:
  Sunday: Noon – 5 p.m.
  Monday: 6 – 11 a.m.
- Exhibit Hours:
  Monday: Noon – 5 p.m.
  Exhibitor Appreciation Hour
  3 – 4 p.m.
  Tuesday: 9:30 a.m. – Noon &
  2 – 5:30 p.m.
  Exhibitor Appreciation Hour
  3 – 4 p.m.
  Wednesday: 9:30 a.m. – Noon

“
The mixture of academia, technical professionals and people from the commercial side is the most dynamic I have seen in quite some time. The opportunities for networking also were robust, as was the sheer volume of traffic at the conference.”

– Soltex regarding the 2022 STLE Annual Meeting

Start Heightening Your Profile Today!
Contact Tracy Nicholas VanEe • 630-922-3459 or emeraldcomminc@yahoo.com
**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 Long Beach. Sponsorships come in all shapes, sizes and prices and are designed to fit everyone’s marketing budget.

### Rhodium Level—$5,000
*(plus material costs where applicable)*

**Badge Lanyards**
Let Annual Meeting attendees wear your company’s name and serve as walking advertisements throughout the meeting. One of the meeting’s most visible sponsorships—this one never stops working!

**Guestroom Keycards**
Your company name and logo are printed on each card, which keeps your sales message at the fingertips of all 2023 STLE attendees.

**Keynote Session**
Your company’s name and logo will be placed on a poster near the podium, PLUS your company representative introduces the speaker and provides a brief description of your own company, at the Monday morning Keynote presentation.

**Registration Bags**
Your company name appears on each of the bags! They are high-quality and designed for long-term use—keeping your company name in sight long after the meeting is over.

**Wifi Service**
Your company name appears on the signal and on log-in information cards distributed at the registration area. For maximum exposure: Add a custom splash page for an additional fee.

### Palladium—$4,000
*(plus material costs where applicable)*

**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!

**Directional Signs**
Providing highly visible direction to the Exhibition Hall, floor decals or other signage will be placed strategically throughout the venue to point the way and promote your company’s name and logo. If your company is also an exhibitor, a special sign is placed directly in front of your booth!

**Education Course Lunches**
Help provide sustenance to more than 400 education course participants who will be issued lunch vouchers for use at the Long Beach Convention Center’s food outlets throughout the week. Your company’s name and logo will appear on the vouchers/envelopes themselves.

**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. Water dispensers display sponsors’ names and logos and easels next to break stations also acknowledge the sponsor for that day.

**Result:** Constant exposure for your company!

---

**Exciting, High-Impact Branding Opportunities for 2023 Sponsors!**

- Video Wall
- Escalator Clings
- Leader Board
Titanium Plus—More than $3,000

Exhibitor Appreciation Hour Raffle
The Exhibitor Appreciation Hour provides dedicated time for STLE attendees to visit the STLE exhibition. Adding to the excitement are sponsored raffles on Monday and Tuesday to win a prize of your choice (attendees must be present to win). Announcement cards will be distributed at the Annual Meeting, drawing prime attention to your company’s generous gift.

Recharging Lounge
Inviting lounge area(s) in the Long Beach Convention Center will feature a smartphone recharging table(s) and stools. Table tents branded with your company’s name and logo will adorn the table tops, identifying the company sponsoring this area to “take a break and recharge.”

Welcome Gift
Be the first to greet STLE attendees with a gift item of your choosing and design. Depending on size, the items—branded with your company’s name and logo—will either be distributed at the registration area or inside the Registration Bags.

Titanium—$3,000

Education Course Materials
In 2022, some 500 people attended STLE’s Annual Meeting education courses. In 2023 the society is offering 13 world-class educational courses taught by the industry’s top experts. Notebooks, which will be offered in both print and digital formats, are referenced continuously after the meeting is over. Your sponsorship includes a full-page, four-color advertisement on the Outside Back Cover of the notebooks.

President’s Luncheon
The President’s 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 all promotion in TLT, the Program Guide and the Annual Meeting Mobile App.

Platinum—$2,000

Speakers Breakfast Series
The Speakers Breakfasts are held on Monday, Tuesday, Wednesday and Thursday. Between 75-150 high-level decision-makers attend each breakfast, affording each day’s sponsor tremendous exposure.

Main Multiple Sponsors Opportunity

Networking Reception
Held Monday night, the Networking Reception is an Annual Meeting highlight and a great business-networking event. Attendees come to talk business and enjoy friendly conversation and entertainment. Sponsorship of this event, which draws multiple sponsors, is available at the following levels:

- Rhodium ($5,000)
- Palladium ($4,000)
- Titanium Plus ($3,500)
- Titanium ($3,000)
- Platinum ($2,000)
- Gold ($1,000)

Future Annual Meetings
- Minneapolis, Minn.: May 19-23, 2024
- Atlanta, Ga.: May 18-22, 2025
- New Orleans, La.: May 17-21, 2026

Start Heightening Your Profile Today!
Contact Tracy Nicholas VanEe • 630-922-3459 or emeraldcomminc@yahoo.com
**Commercial Marketing Forum (CMF) and CMF Plus**

The CMF is a series of 30-minute marketing sessions at STLE’s 2023 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 15,000 lubricant professionals by converting it to writing and publishing in **CMF Plus**, a special section in the November TLT. You receive two spreads (four pages)—three to present your CMF information plus a full-page ad.

**COMMERCIAL MARKETING FORUM PRICING:**
- $710 for STLE Corporate Members who exhibit
- $850 for STLE Corporate Members
- $990 for individual members
- $1,070 for non-members

**CMF Plus Rate:** $2,500 net for four pages

**PROFILE ENHANCEMENT TIP:** Combine your Annual Meeting technical presentation with a Commercial Marketing Forum session to establish your company’s expertise and sell products.
**E-Opportunities**

**Digital TLT Sponsorship**

**Audience:** 15,000 top lubricant professionals worldwide  
**Distribution:** Emailed, posted on STLE website & archived  

Your company can be the sole sponsor of a digital edition of TLT. Your promotional copy appears opposite the front cover and reaches 15,000 top lubrication professionals around the world. Readers clicking on this page are directed to your website. 

Your company logo appears at the top of the main digital edition page and next to the TLT magazine cover on the STLE home page during the month of your sponsorship. 

Best of all, DTLT is archived, so your sponsorship never stops working for you!

Choose an issue with content relating to your company’s products or services and let DTLT cement your brand as a leader in that market space!

**STLE Website**

Average page views of nearly 78,000 per month and more than 8,500 monthly unique visitors make STLE’s website home page a marketing savvy addition to your overall STLE marketing plan. The banner opportunities come in different sizes and locations on the page so you can maximize your visibility!

**STLE E-newsletter**

Covering industry news, society events and professional resources, the STLE newsletter is emailed weekly to 15,000 leading professionals in the lubricants industry.

---

**Corporate Membership—the ultimate strategy for getting the most from STLE**

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.

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.

**Corporate Member**

*Price:* $1,430  
*Savings:* $4,470

**Corporate Member Premium**

*Price:* $3,945  
*Savings:* $4,870

---

**Corporate Profiles publication**

To honor Corporate Member companies, TLT includes this special publication every December to showcase pertinent information about your company—a half-page profile accompanied by a half-page ad. The pub also stands alone on the STLE website home page through January!

**Rate:** $1,500 net.

---

**Start Heightening Your Profile Today!**

Contact Tracy Nicholas VanEe • 630-922-3459 or emeraldcomminc@yahoo.com