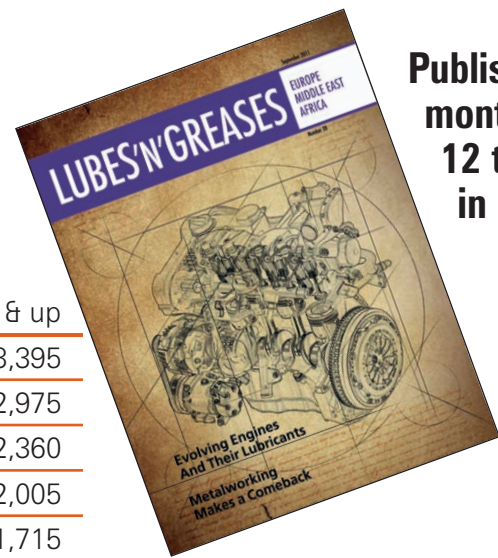


Lubes'n'Greases Europe-Middle East-Africa

2012 Advertising Rates and Information



**Published
monthly –
12 times –
in 2012!**

Display Ads, include color

Size	1-2x	3-5x	6-8x	9-11x	12x & up
Full page	\$3,795	3,670	3,535	3,465	3,395
2/3 page	3,330	3,210	3,100	3,035	2,975
1/2 page	2,605	2,530	2,455	2,405	2,360
1/3 page	2,260	2,155	2,090	2,050	2,005
1/4 page	1,880	1,830	1,785	1,750	1,715

Premium Positions, include color

Back cover	4,750	4,510	4,285	4,200	4,120
Inside front cover	4,750	4,510	4,285	4,200	4,120
Page 5	4,750	4,510	4,285	4,200	4,120
Inside back cover	4,610	4,390	4,180	4,095	4,015

Classified Ads, black & white

1/3 page	1,190	1,150	1,120	1,100	1,080
1/4 page	860	830	805	790	775
1/6 page	595	585	575	565	555

All rates are in U.S. dollars per insertion, and are based on advertiser supplying complete electronic files and proofs.

Color

Display and premium position rates include color. All colors are four-color process screen builds. Process colors are cyan, magenta, yellow and black. Screen builds are used to match any advertiser-specified PMS colors.

Production Charges

Production services are available and will be billed at prevailing rates. Email or call for price quote. \$50 minimum.

Classified Ads

Price includes simple typesetting, headline and proof. Graphic elements, alterations or other production work will be charged at prevailing rates. Color classified ads are charged at display rates.

Premium Positions

See rate chart for covers and page 5 rates. For any other guaranteed position, add 10 percent.

Advertising Specifications and Ad Sizes

See the current rate card.

Meeting Distribution Sponsorship

Advertisers may sponsor distribution of issues containing their full-page ad at selected industry meetings. Supply your message on preprinted, stick-on labels (crack-and-peel preferred) for front-page impact. Email or call for prices and label specifications. Meeting distribution sponsorship does not count toward frequency.

Gatefolds, Inserts, Supplements

Gatefold ads, advertising inserts and custom advertising supplements are available. Email or call for pricing and specifications.