

Lubricants Industry Factbook

Key facts and trends about the lubricants industry, published in August.

2012 Advertising Rates

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

Color Ads

Full page	\$4,755
1/2 page	2,940
1/3 page	2,110
1/4 page	1,855

Premium Positions (include color)

Back cover	5,765
Inside front cover	5,765
Page 5	5,765
Inside back cover	5,455

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

Publication date: August

Advertising closing date: June 1

Material due date: June 12

Distribution: *Lubes 'n' Greases* print subscribers plus single-copy sales

Color

Included in rates above. All colors are four-color process screen builds. Process colors are cyan, magenta, yellow and black. Screen builds are used to "match" all advertiser-specified PMS colors.

Production Charges

Production services are available and will be billed at prevailing rates. Call for price quote, which varies with complexity of work. \$50 minimum.

Standard Ad Sizes

Lubes'n'Greases Magazine, Lubes'n'-Greases Europe-Middle East-Africa Magazine and Lubricants Industry Factbook

Dimensions are based on the publications' 2-, 3- and 4-column grid. Do not exceed the stated space. Any ads that are slightly under the stated dimensions will be centered within the contracted space.

TRIM SIZE

Finished dimensions of both magazines and the Factbook are 8 3/8 inches wide x 10 7/8 inches deep (212.7 mm x 276.2 mm).

DOUBLE PAGE SPREAD

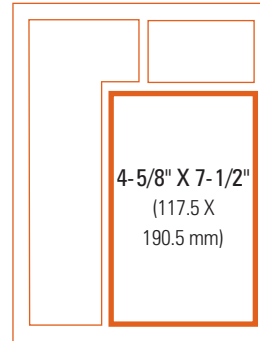
Submit as two separate full-page bleed ads. Live area is 16 inches wide x 10 inches deep (406.4 x 254 mm).

FULL PAGE

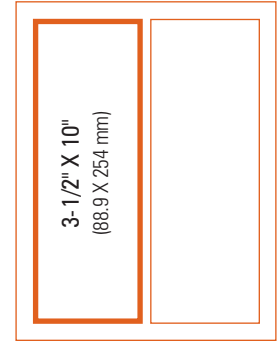
For all full page ads, set page size equal to bleed dimensions below.

1/2 PAGE ISLAND

(Magazines only)

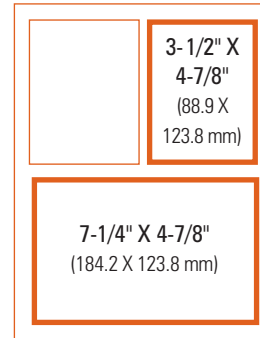


1/2 PAGE VERTICAL



1/2 PAGE HORIZONTAL

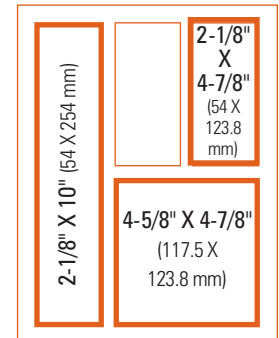
1/4 PAGE



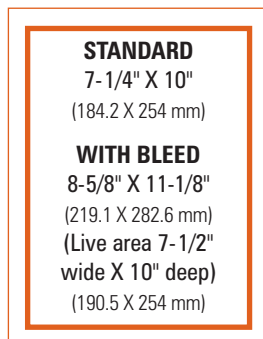
1/3 PAGE VERTICAL

1/3 PAGE SQUARE

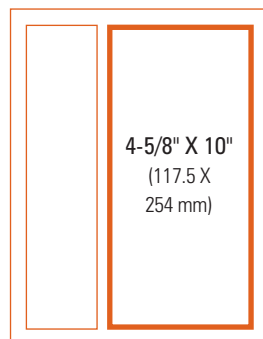
1/6 PAGE



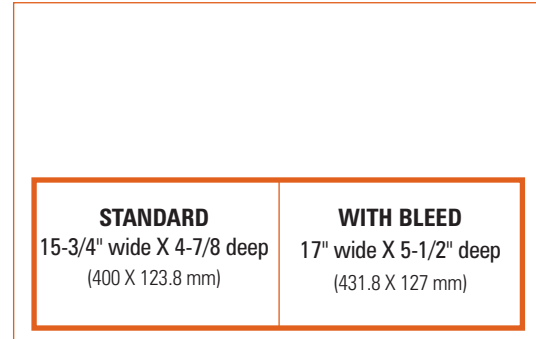
FULL PAGE



2/3 PAGE



HALF PAGE SPREAD



STANDARD

15-3/4" wide X 4-7/8" deep
(400 X 123.8 mm)

WITH BLEED

17" wide X 5-1/2" deep
(431.8 X 127 mm)