

# Lube Report e-Newsletter

## Publication Schedule

Lube Report is emailed worldwide every Wednesday morning to more than 15,790 subscribers in 129 countries. See the current issue at [www.LubeReport.com](http://www.LubeReport.com), and view previous issues by clicking on the archive button on the cover page.

## 2012 Advertising Rates

Rates are in U.S. dollars, per insertion.

Frequency	Button	Tower	Banner
1-3x	\$1,700	3,990	4,070
4-7x	1,640	3,930	4,010
8-11x	1,580	3,870	3,950
12-15x	1,520	3,810	3,890
16-25x	1,460	3,750	3,825
26-35x	1,400	3,690	3,765
36-45x	1,340	3,630	3,700
46xup	1,280	3,570	3,640

## Placement

One banner ad, sized 650 pixels horizontal x 100 pixels vertical, appears immediately below the masthead on every page of each issue. Banner ad rates above include placement.

One tower ad, sized 100 pixels horizontal x 600 pixels vertical, appears to the right of the news on every page in each issue. Tower ad rates above include placement.

Buttons, sized 100 x 100 pixels, appear on every page of each issue. When button position is not guaranteed, ads will be rotated weekly.

Guaranteed first button placement:  
add 15 percent

Guaranteed second button placement:  
add 10 percent

Guaranteed third button placement:  
add 5 percent

## Specifications

**Banner ads:** 650 pixels horizontal x 100 pixels vertical, no larger than 50 KB, in .gif or .jpg file format.

**Tower ads:** 100 pixels horizontal x 600 pixels vertical, no larger than 50 KB, in .gif or .jpg file format.

**Button ads:** 100 x 100 pixels, no larger than 50 KB, in .gif or .jpg file format.

All ads are linked to the web address of the advertiser's choice. Flash files cannot be used on the cover page of Lube Report, which is emailed.

Note: Microsoft Outlook 2007 does not support animated .gif files. Subscribers using that browser will only see the final image of an animated .gif file on the Lube Report cover page that is emailed to them. LNG recommends that advertisers using animated .gifs assure that the final image includes their key message and/or company identification. (When readers click through to read complete stories, or visit [www.LubeReport.com](http://www.LubeReport.com), animated .gifs will perform correctly.)

## Deadlines

Email ads in .gif or .jpg format and urls to which ads should be linked, by noon U.S. Eastern time, on the Monday before publication to [ads@LNGpublishing.com](mailto:ads@LNGpublishing.com).