

# Lubes'n'Greases Magazine

Published monthly on the first of each month

## 2012 Advertising Rates

All rates are in U.S. dollars, per insertion.

### Display Ads (include color)

Size	1-2x	3-5x	6-8x	9-11x	12x & up
Full page	\$5,745	5,545	5,390	5,260	5,110
2/3 page	4,155	4,030	3,935	3,835	3,730
1/2 page	3,825	3,710	3,585	3,400	3,245
1/3 page	2,650	2,585	2,535	2,445	2,385
1/4 page	2,425	2,370	2,325	2,200	2,125

### Premium Positions (include color)

Back Cover	7,110	6,910	6,720	6,550	6,170
Inside Front Cover	7,110	6,910	6,720	6,550	6,170
Page 5	7,110	6,910	6,720	6,550	6,170
Inside Back Cover	6,880	6,660	6,500	6,345	5,865

### Classified Ads (black & white)

1/3 page	1,650	1,580	1,530	1,445	1,385
1/4 page	1,415	1,370	1,330	1,235	1,135
1/6 page	1,135	1,100	1,065	1,030	1,010

All rates are 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.

## 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.