

Online Lubricants Industry Sourcebook

The Online Lubricants Industry Sourcebook, at www.LNGSourcebook.com, is the ideal and easy-to-use directory of the U.S. and Canadian lubricants industry. Free to users worldwide, the Online Sourcebook features live links throughout.

Company listings are updated annually, effective July 1. Digital ads run for a full year, from July 2012 through June 2013. Each page will feature seven ads, linked to the web address of the advertiser's choice. The seven home page ads will always appear at the www.LNGSourcebook.com home page and will also circulate as run-of-site. Another seven ads will always appear whenever users browse by category. Seven randomly selected run-of-the-site ads will appear on every search result page. All ads will appear with advertiser's company listings, and advertisers' listings appear above non-advertisers.

2012 Advertising Rates

Home page	\$5,200
Browse-by-category pages	3,200
Run of the site	2,200

Position

To guarantee top position on the home page or browse-by-category pages, add 15 percent; for guaranteed second position, add 10 percent; for guaranteed third position, add 5 percent.

Publication Date: July 1, 2012

Advertising closing date: May 4

Material due date: May 15

Email ads and the url to which ads should be linked to ads@LNGpublishing.com

New advertisers can place ads in the Sourcebook throughout the year. Call or email for details.

Specifications

All ads are 240 pixels horizontal by 90 pixels vertical, no larger than 60 KB. Acceptable file formats are: .jpg, .gif or animated .gif.