

## Global Base Stock Guides

LNG publishes two global base stock guides: the first, published in June, lists the world's key mineral base oil refineries and rerrefineries; the second, published in September, lists the world's major manufacturers of nonconventional base stocks. In addition, in July LNG publishes a regional base stock guide for Europe, the Middle East and Africa, that includes both mineral oil and nonconventional base stock manufacturers. See page 15 for the regional guide.

### Global Guide to Base Oil Refining

A colorful 33 by 22 inch wall chart listing over 160 mineral base oil refineries and rerrefineries, with company names, locations, products and capacities.

**Publication date:** June

**Advertising closing:** April 1

**Material due:** April 15

**Distribution:** Mailed with the June issue of *Lubes'n'Greases* magazine to print-edition subscribers, plus additional distribution through single-copy and bulk sales.

**Rate:** \$3,900 includes color. Advertise on both global guides (mineral oil in June and nonconventional in September) and save 10 percent on both placements.

**Premium position:** Add 10 percent for any guaranteed placement.

**Ad size:** 7 1/2 inches horizontal x 4 3/4 inches vertical (190.5 mm x 120.7 mm)

## Global Guide to Nonconventional Base Stocks

A colorful 33 by 22 inch wall chart listing 180 oil and chemical plants that manufacture nonconventional base stocks, including esters, silicones, PIB, phosphate esters, PAG, PAO, PIO, Group III and GTL, with company names, locations, products and capacities.

**Publication date:** September

**Advertising closing:** July 1

**Material due:** July 15

**Distribution:** Mailed with the September issue of *Lubes'n'Greases* magazine to print-edition subscribers, plus additional distribution through single-copy and bulk sales.

**Rate:** \$3,900 includes color. Advertise on both global guides (mineral oil in June and nonconventional in September) and save 10 percent on both placements.

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## Base Stock Guide for Europe, Middle East & Africa

A colorful 55 cm x 85 cm wall chart listing both mineral oil and nonconventional base stock suppliers in Europe, the Middle East and Africa, including the regions' essential rerefiners of lubricating oils. Provides company names, locations, products and capacities.

**Publication date:** July

**Advertising closing:** May 3

**Material due:** May 14

**Distribution:** Mailed with the July/August issue of *Lubes'n'Greases* Europe-Middle East-Africa, plus additional distribution through single-copy and bulk sales.

**Rate:** U.S. \$2,700 includes color.

**Premium position:** Add 10 percent for any guaranteed placement.

**Ad size:** 190.5 mm horizontal x 120.7 mm vertical  
(7 1/2 x 4 3/4 inches)

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