

Lubricants Industry Factbook

Everything you need to know about the lubricants industry, published in August.

2010 Advertising Rates

Color Ads

Full page	\$4,620
1/2 page	2,855
1/3 page	2,050
1/4 page	1,805

Premium Positions (include color)

Back cover	\$5,600
Inside front cover	5,600
Page 5 facing TOC	5,600
Inside back cover	5,300

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

Publication date: August

Advertising closing date: June 1

Material due date: June 15

Distribution: *Lubes'n'Greases* 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.

Premium Position

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

Advertising Specifications

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

Print Process

Lubes'n'Greases Magazine and the Factbook are four-color web offset printed on coated stock. LNG EU is four-color sheet-fed offset on coated stock.

Paper

Lubes'n'Greases and the Factbook are printed on 70 pound and 60 pound #3 sheet.

Trim Size (Finished Dimensions)

8 3/8 inches horizontal x 10 7/8 inches vertical (212.7 mm by 276.2 mm). See page 10 for ad sizes.

Color

Standard process colors (cyan, magenta, yellow, black). All colors are four-color process screen builds. We will screen build to match any Pantone PMS color specified by advertiser.

Bleeds

Minimum 1/8 inch (4 mm) bleed required on all edges that bleed. **Do not include crop or registration marks.**

Digital Files

Only electronic files are accepted. Negatives are not accepted.

Remove Cropmarks

Remove all crop or registration marks from live area and bleed area of ads.

Required Software

High-resolution electronic PDF files, minimum 300 dpi, with all fonts embedded.

SWOP-approved color proofs for *Lubes'n'Greases* and Factbook, or ISO 12647 or FOGRA 27 proofs for LNG EU, are required to check for accuracy on press.

Other software, such as QuarkXPress, Photoshop, Illustrator, InDesign, Word or PowerPoint, is not acceptable. LNG can convert some files to PDF format at prevailing rates; call for more information.

For information on saving Quark 6, Quark 7 and InDesign as high-resolution PDFs, see the following pages on LNG's printer's web site:

www.unitedlitho.com/quark6.htm

www.unitedlitho.com/quark7.htm

www.unitedlitho.com/indesign.htm

Send Advertising Materials to:

Gloria Steinberg Briskin

LNG Publishing Co.

6105-G Arlington Blvd.

Falls Church, VA 22044 U.S.A.

Phone: 800-474-8654 or +1-703-536-7676

Fax: +1-703-536-0803

Email: gloria@LNGpublishing.com

Web: www.LNGpublishing.com

www.LNGEU.com

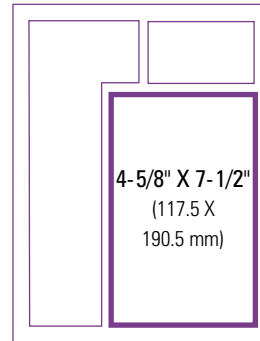
Standard Ad Sizes

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

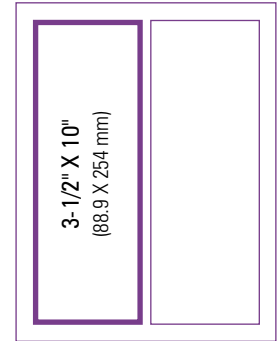
Dimensions are based on the publications' 2-, 3- and 4-column grid. Do not exceed the stated space. Any ads that are slightly under the stated dimensions will be centered within the contracted space.

Finished dimensions of both magazines and the Factbook are 8 3/8 inches by 10 7/8 inches or 212.7 mm by 276.2 mm.

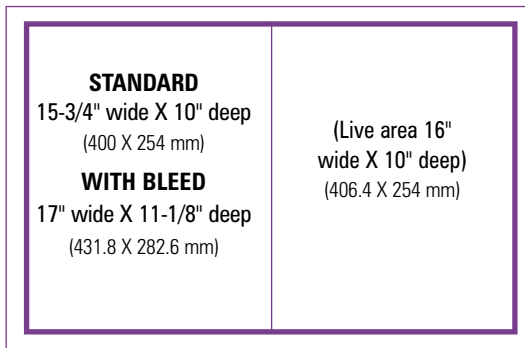
1/2 PAGE ISLAND



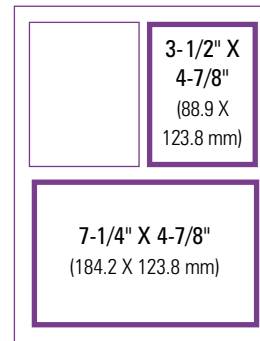
1/2 PAGE VERTICAL



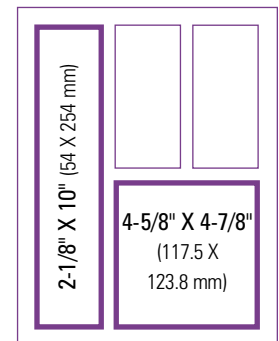
DOUBLE PAGE SPREAD



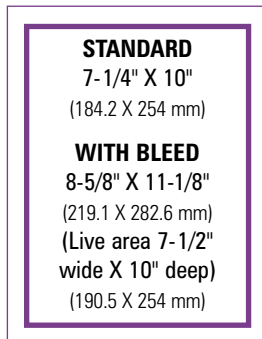
1/2 PAGE HORIZONTAL
1/4 PAGE



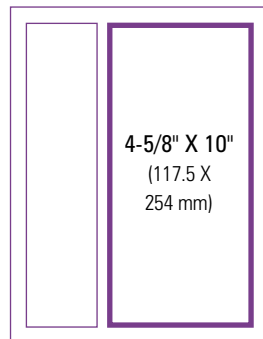
1/3 PAGE VERTICAL
1/3 PAGE SQUARE



FULL PAGE



2/3 PAGE



1/6 PAGE

