

## Lubes'n'Greases Europe- Middle East-Africa Magazine

Published bimonthly in January, March, May, July,  
September and November

### 2010 Advertising Rates

Rates are in U.S. Dollars

#### Black and White Ads

Size	1x	3x	5x
Full page	\$2,560	2,440	2,315
2/3 page	2,130	2,015	1,910
1/2 page	1,460	1,390	1,320
1/3 page	1,095	1,040	985
1/4 page	790	740	705
1/6 page	490	460	440

#### Premium Positions (include color)

Back Cover	\$4,390	4,165	3,955
Inside Front Cover	4,390	4,165	3,955
Page 5 Facing TOC	4,390	4,165	3,955
Inside Back Cover	4,265	4,050	3,850

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

#### Color Charges

Black plus one process color: add \$300 per page or fraction of a page.

Black plus PMS or other match: add \$550 per page or fraction of a page.

Four process colors: add \$950 per page or fraction of a page.

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.

#### Classified Ads

Charged at display rate. Price includes simple typesetting, headline and proof. Graphic elements, alterations or other production work will be charged at prevailing rates.

#### Premium Position

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

#### 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. Call for specifications for labels. Charge is \$3 per copy distributed; minimum charge \$2,000. Meeting distribution sponsorship does not count toward frequency.

#### Reply Cards, Inserts

Call or email for pricing and specifications for advertising inserts or business reply cards.

## 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](http://www.unitedlitho.com/quark6.htm)

[www.unitedlitho.com/quark7.htm](http://www.unitedlitho.com/quark7.htm)

[www.unitedlitho.com/indesign.htm](http://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](mailto:gloria@LNGpublishing.com)

Web: [www.LNGpublishing.com](http://www.LNGpublishing.com)

[www.LNGEU.com](http://www.LNGEU.com)

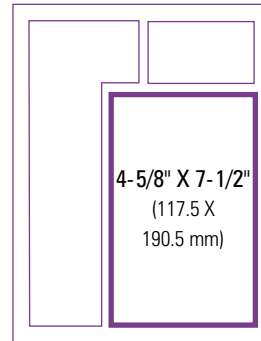
# Standard Ad Sizes

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

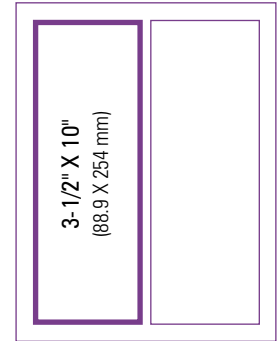
Dimensions are based on the publications' 2-, 3- and 4-column grid. Do not exceed the stated space. Any ads that are slightly under the stated dimensions will be centered within the contracted space.

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.

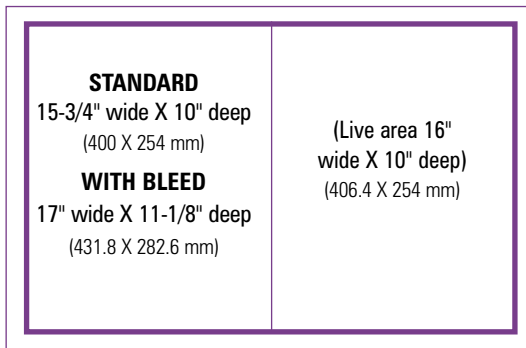
**1/2 PAGE ISLAND**



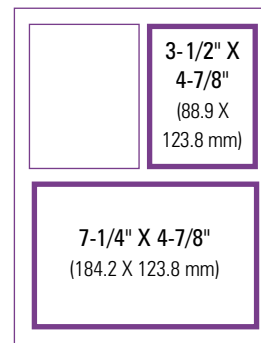
**1/2 PAGE VERTICAL**



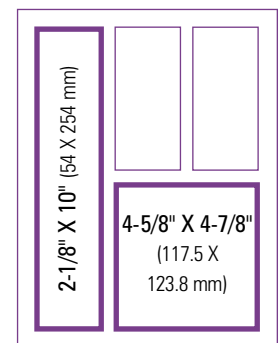
**DOUBLE PAGE SPREAD**



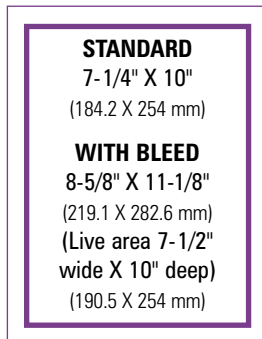
**1/2 PAGE HORIZONTAL  
1/4 PAGE**



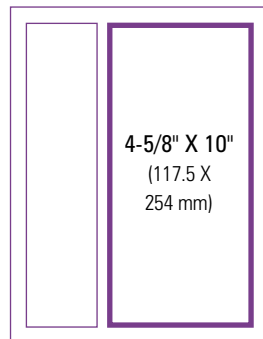
**1/3 PAGE VERTICAL  
1/3 PAGE SQUARE**



**FULL PAGE**



**2/3 PAGE**



**1/6 PAGE**

