

Lube Report e-Newsletter

Publication Schedule

Lube Report is emailed worldwide every Wednesday morning to more than 13,200 subscribers in over 115 countries. See the current issue at www.LubeReport.com, and view previous issues by clicking on the archive button on the cover page.

2010 Advertising Rates

Frequency	Button Rate	Banner, Tower Rate
1-3x	\$1,670	\$3,990
4-7x	1,610	3,930
8-11x	1,550	3,870
12-15x	1,490	3,810
16-25x	1,430	3,750
26-35x	1,370	3,690
36-45x	1,310	3,630
46xup	1,250	3,570

Rates are in U.S. dollars, per insertion.

Placement

One banner ad, sized 650 pixels horizontal x 100 pixels vertical, appears above the masthead on every page of each issue. Banner ad rates above include placement.

One tower ad, sized 100 pixels horizontal x 600 pixels vertical, appears to the right of the news on every page in each issue. Tower ad rates above include placement.

Buttons, sized 100 x 100 pixels, appear on every page of each issue. When button position is not guaranteed, ads will be rotated weekly.

Guaranteed first button placement:
add 15 percent

Guaranteed second button placement:
add 10 percent

Guaranteed third button placement:
add 5 percent

Specifications

Banner ads: 650 pixels horizontal x 100 pixels vertical, no larger than 50 KB, in .gif or .jpg file format.

Tower ads: 100 pixels horizontal x 600 pixels vertical, no larger than 50 KB, in .gif or .jpg file format.

Button ads: 100 x 100 pixels, no larger than 50 KB, in .gif or .jpg file format.

All ads are linked to the web address of the advertiser's choice. Flash files cannot be used on the cover page of Lube Report, which is emailed.

Note: Microsoft Outlook 2007 does not support animated .gif files. Subscribers using that browser will only see the final image of an animated .gif file on the Lube Report cover page that is emailed to them. LNG recommends that advertisers using animated .gifs assure that the final image includes their key message and/or company identification. (When readers click through to read complete stories, or visit www.LubeReport.com, animated .gifs will perform correctly.)

Deadlines

Email ads in .gif or .jpg format and urls to which ads should be linked, by noon U.S. Eastern time, on the Monday before publication to gloria@LNGpublishing.com.

Gloria Steinberg Briskin
LNG Publishing Company, Inc.
6105 Arlington Blvd., Suite G
Falls Church, VA 22044 USA
Phone: 703-536-7676 or 800-474-8654
Fax: 703-536-0803
Email: gloria@LNGpublishing.com
Web: www.LNGpublishing.com