

# Lubes'n'Greases Magazine

Published monthly on the first of each month

## 2010 Advertising Rates

Size	1x	3x	6x	9x	12x
Full page	\$4,465	4,275	4,130	4,005	3,870
2/3 page	2,965	2,850	2,760	2,670	2,565
1/2 page	2,660	2,545	2,425	2,250	2,105
1/3 page	1,550	1,490	1,440	1,360	1,300
1/4 page	1,335	1,290	1,245	1,120	1,055
1/6 page	1,070	1,040	1,000	955	935

### Premium Positions (include color)

Back Cover	6,705	6,515	6,335	6,175	5,815
Inside Front Cover	6,705	6,515	6,335	6,175	5,815
Page 5 Facing TOC	6,705	6,515	6,335	6,175	5,815
Inside Back Cover	6,485	6,275	6,130	5,980	5,525

### Black and White Ads

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. Call for details, including special rates for distributions of more than 2,000 copies.

### Reply Cards, Inserts

Business reply cards are available only with the purchase of a full-page ad in the same issue, and are billed at the half-page black and white rate. Reply cards do not count toward frequency. Design and printing of reply cards will be charged at prevailing rates; call for information. For advertiser-supplied cards, call first for bindery specifications. Pricing and specifications for other inserts available on request.

### Advertising Supplements

Custom advertising supplements are available. Call for details.

## 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:

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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)

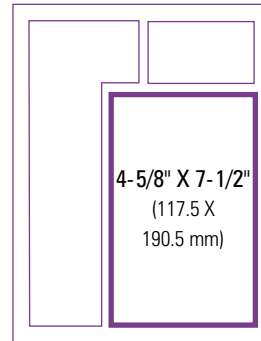
# Standard Ad Sizes

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

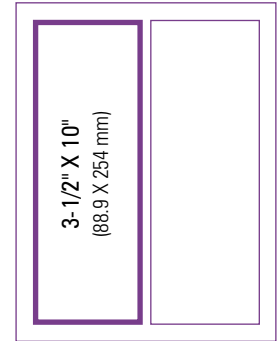
Dimensions are based on the publications' 2-, 3- and 4-column grid. Do not exceed the stated space. Any ads that are slightly under the stated dimensions will be centered within the contracted space.

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.

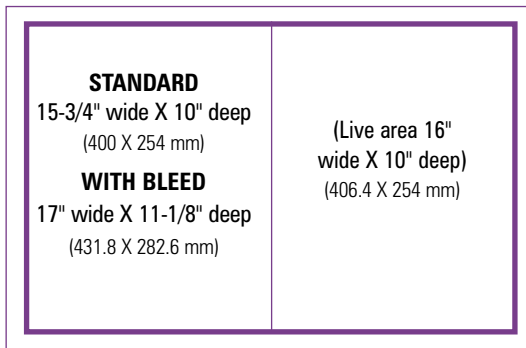
**1/2 PAGE ISLAND**



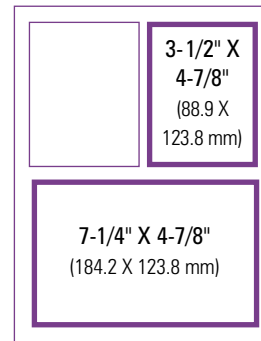
**1/2 PAGE VERTICAL**



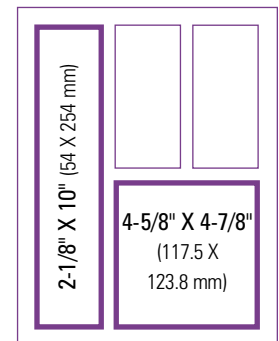
**DOUBLE PAGE SPREAD**



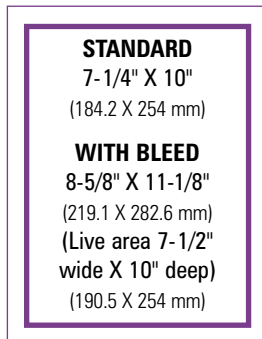
**1/2 PAGE HORIZONTAL  
1/4 PAGE**



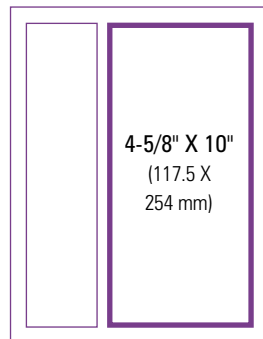
**1/3 PAGE VERTICAL  
1/3 PAGE SQUARE**



**FULL PAGE**



**2/3 PAGE**



**1/6 PAGE**

