

# LUBES'N'GREASES Magazine DIGITAL EDITION COVER EMAIL

## 2024 Advertising Rates & Specs

### ADVERTISING RATES

All rates are per insertion, in US dollars and based on advertisers supplying complete electronic files.

| Digital Magazine         | 1-2x  | 3-5x  | 6-8x  | 9-11x | 12x + |
|--------------------------|-------|-------|-------|-------|-------|
| Lubes'n'Greases Magazine | 3,070 | 2,925 | 2,775 | 2,636 | 2,505 |

### ADVERTISING SPECIFICATIONS

#### Publication Schedule

Publication of the digital edition of the magazine is announced via email on or about the first of each month. During the following week, a second email is sent to any subscriber who did not open the first email.

#### Material Deadline

Ad file and URL are by Noon U.S. Eastern Standard Time by the 15th day of the preceding month.

#### File Dimensions

650 x 100 (w x h) pixels

#### File Size & Formats

50 kB max, 72 dpi

.jpg, .gif, animated .gif

We recommend that the first frame of animated .gifs contain key messaging and/or company identification because of handling of animated .gifs in some readers' email viewers.

#### URLs

All ads are linked to the web address of the advertiser's choice. Advertisers are responsible for ensuring landing pages are live prior to publication.

#### Email Advertising Materials to:

Stef@LubesnGreases.com

ADVERTISE:  
[www.Ingmediakit.com](http://www.Ingmediakit.com)

MATT ROGERS:  
Director of Business  
Development, North America  
[mrogers@lubesngreases.com](mailto:mrogers@lubesngreases.com)

DAVE STANWORTH:  
Commercial Director  
[dstanworth@lubesngreases.com](mailto:dstanworth@lubesngreases.com)