

# 2024 Advertising Rates

## LUBE REPORT

### ADVERTISING RATES

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

SIZE	1-3x	4-7x	8-11x	12-15x	16-25x	26-35x	36-45x	46x +
Top Banner 1	4,680	4,450	4,220	4,010	3,815	3,525	3,445	3,275
Top Banner 2	3,070	2,925	2,775	2,635	2,505	2,385	2,265	2,155
Top Banner 3	2,250	2,135	2,030	1,930	1,835	1,745	1,655	1,570
Button #1	1,980	1,880	1,790	1,700	1,615	1,535	1,455	1,385
Button #2	1,880	1,790	1,700	1,615	1,535	1,455	1,385	1,320
Button #3	1,500	1,425	1,350	1,280	1,215	1,155	1,095	1,040
Button #4	1,400	1,330	1,265	1,200	1,140	1,085	1,030	980

## BREAKING NEWS

### ADVERTISING RATES

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SIZE	1-3x	4-7x	8-11x	12-15x	16-24x
Top Banner	3,070	2,925	2,775	2,635	2,505

ADVERTISE:  
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