

WEBSITE BANNER ADS

2025 Advertising Rates

All rates are in US\$\$s

Impression based Ads

	CPM (RoS)	CPM (targeted)
Leaderboard	120	235
Vertical Banner 1	95	185

CPM: Cost per 1,000 Ad Impressions

RoS: Run of Site

Targeted: selected website user location

Topic based Ads

Topic	Monthly cost
Base Stocks	5,250
Additives	3,150
Finished Lubricants	3,150
Sustainability	2,100
Electric Vehicles	2,100
All other topics	1,050

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