



2018 NLGI Digital Spokesman Advertising Rates

The *NLGI Spokesman* Magazine is published bi-monthly (6 issues per year) in digital format only.

Circulation Information: The NLGI Spokesman is a trade publication sponsored by the National Lubricating Grease Institute. The circulation reaches over 45 countries worldwide.

Readership: Manufacturers, suppliers, marketers, distributors, technicians, formulators, scientists, engineers and consumers of lubricating greases.

2018 Spokesman Advertising Rates (includes color)

Page Size	1 Issue	3 Issues	All 6 Issues
Whole Page	\$ 835	\$ 800	\$ 720
² / ₃ page	\$ 735	\$ 710	\$ 650
¹ / ₂ page	\$ 690	\$ 670	\$ 620
¹ / ₃ page	\$ 625	\$ 610	\$ 575
¹ / ₆ page	\$ 555	\$ 545	\$ 525
¹ / ₁₂ page	\$ 510	\$ 505	\$ 490

*Front, Inside Front, Inside Back Covers (require annual contract for all issues): \$ 740

2018 Spokesman Classified Ad Rates – Black and White

Page Size	1 Issue	3 Issues	All 6 Issues
¹ / ₃ page	\$ 175	\$ 160	\$ 125
¹ / ₆ page	\$ 105	\$ 95	\$ 75
¹ / ₁₂ page	\$ 60	\$ 55	\$ 40

All rates are **per insertion, in U.S. Dollars** and are based on advertiser supplying complete electronic files in JPEG or PDF format.

Special Positions: For special position requests (other than premium positions), add 25% to applicable rate.

All rates are net due to NLGI. Ad agencies and 3rd parties need to add their commissions and fees on top of the net rate. | NLGI non-members add 40% to above rates. First time non-member advertisers must pay in advance by materials deadline date.

Non-member pricing: An additional 40% charge is applied to fees listed above.

NLGI Spokesman Digital Magazine Specifications

Standard unit size in inches:

<u>Size</u>	<u>Width</u>	<u>Depth</u>
1	7 ¼	9 ¼
2/3	4 ¾	9 ¼
½ (vertical)	4 ¾	7 ¼
1/3	2 ¼	9 ¼
1/3 (island)	4 ¾	4 5/8
1/6	2 ¼	4 5/8
1/12	2 ¼	2 5/16

Mechanical requirements:

Center spread:

Publication trim size: 8 ¼ x 10 ¾

15 ½ x 9 ¼

Width of column:

2 ¼

Double column:

4 ¾

Depth of column:

9 ¼

Number of columns per page:

3 (three) 2 ¼ columns

Minimum depth required:

2 ¼

Kind of printing:

Online/Digital Magazine

Line screen:

Images / Files should be at least 200 dpi for best quality
(JPEG or PDF format)

Issuance and closing dates:

Issued between first and tenth of month of cover date. Closing date for insertion orders (space reservation) is first of the month prior to the month of publication. Extensions on special request. Cancellation date is first of month prior to month of publication. After this time, a percentage of total cost of ad will be issued.

Inquiries and production materials should be sent to Denise Roberts at NLGI (denise@nlgi.org)

NLGI

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