



## 2019 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) / Display Ad Options

Page Size	1 Issue	3 Issues	All 6 Issues	W x H
*Inside Front Cover	\$ 1375	\$ 1300	\$ 1265	7-1/4" x 9-1/4"
*Inside Back Cover	\$ 1375	\$ 1300	\$ 1265	7-1/4" x 9-1/4"
*Back Cover	\$ 1375	\$ 1300	\$ 1265	7-1/4" x 9-1/4"
Full Page	\$ 1100	\$ 1055	\$ 1015	7-1/4" x 9-1/4"
2/3 vertical	\$ 985	\$ 950	\$ 905	4-3/4" x 9-1/4"
1/2 island	\$ 890	\$ 865	\$ 820	4-7/8" x 7-1/2"
1/2 vertical	\$ 785	\$ 755	\$ 710	4-3/4" x 7-1/4"
1/3 vertical	\$ 685	\$ 650	\$ 605	2-1/4" – 9-1/4"
1/4 vertical	\$ 580	\$ 545	\$ 515	3-3/8" x 4-7/8"
1/6 vertical	\$ 485	\$ 440	\$ 405	2-1/4" x 4-5/8"

*\*Premium positions are on first come, first serve basis;*

*contact [Denise Roberts](mailto:denise@nlgi.org) (816.524.2500 / [denise@nlgi.org](mailto:denise@nlgi.org)) if interested in any ad size other than mentioned above*

All rates are **per insertion, in U.S. Dollars** and are based on advertiser supplying complete electronic files in JPEG, TIFF or PDF format. 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 rates listed above. First time non-member advertisers must pay in advance by materials deadline date.

### **NLGI Spokesman Digital Magazine Specifications**

Mechanical requirements	Publication trim size: 8-1/4" x 10-3/4"
Center spread	15-1/2" x 9-1/4"
Width of column	2-1/4"
Double column	4-3/4"
Depth of column	9-1/4"
Number of columns per page	3 (three) 2-1/4" columns
Minimum depth required	2-1/4"
Kind of printing	Online / Digital Magazine
Full Page Specs:	Live Area: 7-1/2" x 9-1/4" Trim: 8-1/4" x 10-3/4" Bleed: 8-1/2" x 11"
Line screen	Images/Files should be at least 200 dpi for best quality (JPEG, TIFF or PDF format)

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