



2021 *NLGI Spokesman* Magazine Editorial Calendar

January/February: **Date Due to NLGI: Jan 8, 2021**

President's Podium: Jim Hunt

#2020-09 Erik Willett, Functional Products Inc
The Mechanical Stability of Polymer-Modified Grease

Interview Constantin Madius, Commercial Product Manager
AXEL AMERICAS, LLC

March/April: **Date Due to NLGI: Mar 1, 2021**

President's Podium: Jim Hunt

#2020-01 Andy Waynick, NCH Corporation
A Fresh Look at Lithium Complex Greases Part 1: How Did We Get Here?

Interview Michael Khonsari, PhD, Professor of Mechanical Engineering
Louisiana State University

Additional Information: 88th Annual Meeting Schedule & 2021 Authors/Abstracts

May/June: **Date Due to NLGI: May 3, 2021**

President's Podium: Jim Hunt

#2020-12 George Diloyan, Nanotech Industrial Solutions, Inc.
Less Could Be More – Leveraging Technology to Produce Cost-Effective High-Performance Greases

#2020-04 Michael Holloway,
Getting a Jump on it! The Correlation Between ASTM D7718 & D7918 Grease Analysis and Bearing Failure

Interview Gareth Fish, PhD, CLS, CLGS
The Lubrizol Corporation

Additional Information: 88th Annual Meeting Information

July/August: **Date Due to NLGI: Jul 5, 2021**

President's Podium: Jim Hunt

#2020-11 Liwen Wei, Novitas Chem Solutions, LLC
An In-Depth Study of the Structural Stability & Tribological Performance of Polyurea Grease

#2020-08 Joseph Kaperick, Afton Chemical Corporation
Back to the Basics Part II: Fundamental Building Blocks of Grease Formulation – The Next Story

Interview Ken Hope, PhD, CLS, Technical Services Manager
Chevron Phillips Chemical Company

Additional Information: Annual Meeting Recap (Award recipients, photos, statistics on attendees & course participants)

September/October: Date Due to NLGI: Sept 7, 2021

President's Podium: Jim Hunt

#2020-02 Andy Waynick, NCH Corporation
A Fresh Look at Lithium Complex Greases Part 2: One Possible Path Forward

Interview Nicole D'Ambrosio, Director of Manufacturing
The FUCHS Group

November/December: Date Due to NLGI: Nov 1, 2021

President's Podium: Jim Hunt

#2020-05 Ameneh Schneider, Optimol Instruments Prüftechnik GmbH
Challenges and Different Methodology in Triboogical Testing of Greases

Interview Dr. T. Singh, General Manager – R&D
Bharat Petroleum Corporation Ltd., India

Additional Information: Year-End Recap

**Subject to change by NLGI HQ or Editorial Review Board*



NLGI Website Advertising ADVERTISING RATES



90-DAY EMPLOYMENT LISTING (Word format):

NLGI Member Company..... No Charge
 Non-Member Company..... \$500 USD

Submit employment posting (including contact information) in Word format. Please include company logo.

BUTTON ADS

- Prominent ad placement on NLGI home page
- 5 ad spots available on a first come, first served basis (placed horizontally across page)
- Button ads can be static or GIF
- Includes link to your website
- Size – 175 x 175 pixels



	1 Month	3 Months	6 Months	12 Months
Member	\$225.00 / mo	213.75 / mo	\$202.50 / mo	\$180.00 / mo
Non-Member	\$315.00 / mo	\$299.25 / mo	\$283.50 / mo	\$252.00 / mo

Companies electing to extend their button ad, MUST provide 30-day notice
 Payment must be made in full at contract signing. Button ads will not be posted without full payment and spot may be released.

CONTACT

Inquiries and production materials should be sent to Denise Roberts at NLGI (denise@nlgi.org)
 NLGI: 816.524.2500



2021 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.

ADVERTISING DEADLINES

January/February January 8
 March/April March 5
 May/June May 3
 July/August July 2
 September/October September 3
 November/December November 5

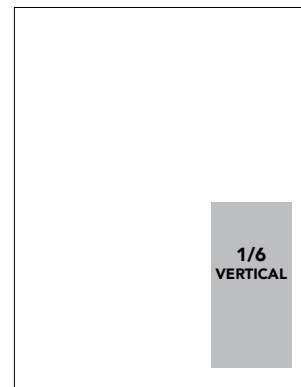
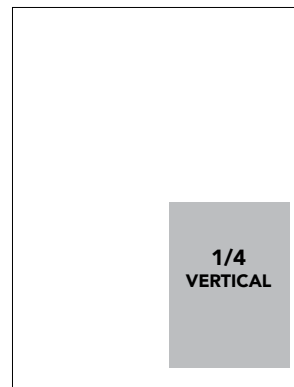
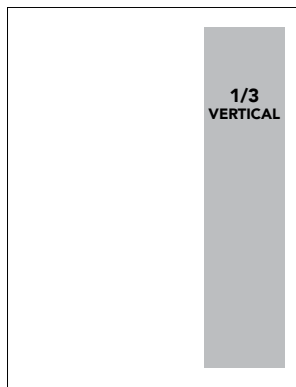
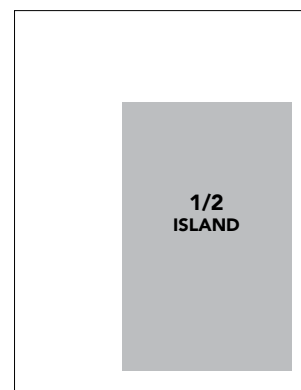
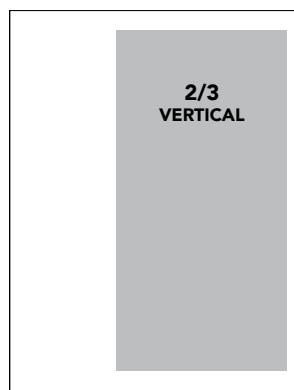
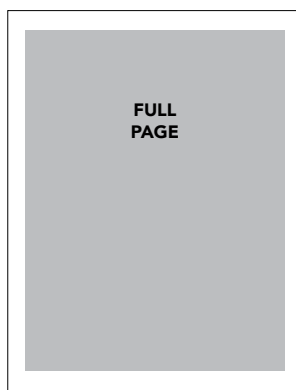
ONLINE/DIGITAL MAGAZINE

Live Area: 7-1/4" x 9-1/2"
 Trim: 8-1/4" x 10-3/4"
 Bleed: 8-1/2" x 11"

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

2021 Spokesman Advertising Rates (includes color) / Display Ad Options

Ad Size	1 Issue	3 Issues	All 6 Issues	W x H
*Inside Front Cover	\$ 1400	\$ 1325	\$ 1290	7-1/4" x 9-1/2"
*Inside Back Cover	\$ 1400	\$ 1325	\$ 1290	7-1/4" x 9-1/2"
*Back Cover	\$ 1400	\$ 1325	\$ 1290	7-1/4" x 9-1/2"
Full Page	\$ 1125	\$ 1080	\$ 1040	7-1/4" x 9-1/2"
2/3 vertical	\$ 1010	\$ 975	\$ 930	4-3/4" x 9-1/2"
1/2 island	\$ 915	\$ 890	\$ 845	4-3/4" x 7-1/2"
1/3 vertical	\$ 710	\$ 675	\$ 630	2-1/4" – 9-1/2"
1/4 vertical	\$ 605	\$ 570	\$ 540	3-3/8" x 4-5/8"
1/6 vertical	\$ 510	\$ 465	\$ 430	2-1/4" x 4-5/8"



*Premium positions are on first come, first serve basis; contact Denise Roberts (816.524.2500 / denise@nlgi.org).

- 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.
- **All advertisers must pay in advance** by materials deadline date.

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