



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 1
 May/June May 3
 July/August July 5
 September/October September 7
 November/December November 1

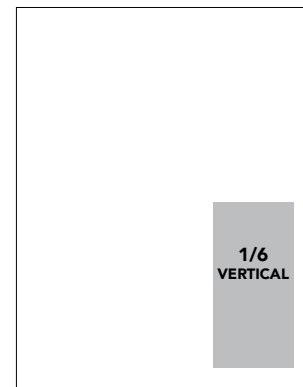
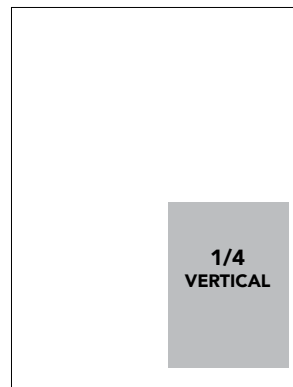
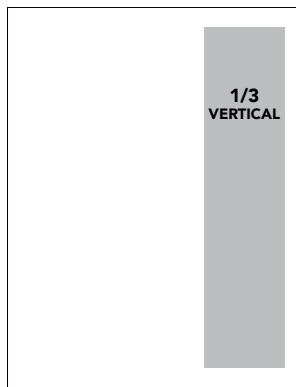
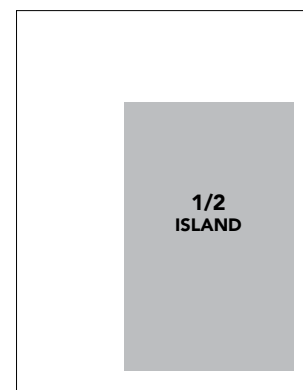
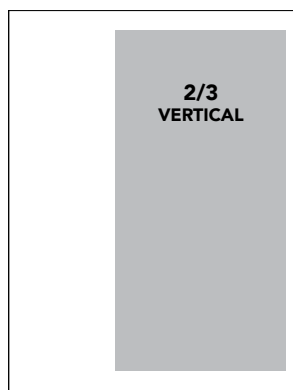
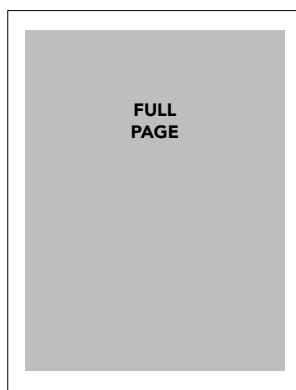
ONLINE/DIGITAL MAGAZINE

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.

CONTACT

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

