



Serving
the grease
industry
since 1933

NLGI 2022 Media Kit



2022 NLGI Spokesman Editorial Calendar

January/February: **Date Due to NLGI: Jan 6, 2022**

President's Podium:	Jim Hunt
#2021-07	Erik Willett, Functional Products <i>Overcoming Obstacles in Water Resistant HI Specialty Greases Using Polymers</i>
#2021-08	Devin Granger, Ingevity <i>Modified Fatty Acids as Alternative Soap Thickeners for Lubricating Greases</i>
Interview	Dr. William Tuszynski, Partner, The Unami Group, Co-Editor, <i>The NLGI Lubricating Grease Guide</i>

March/April: **Date Due to NLGI: Mar 2, 2022**

President's Podium:	Jim Hunt
#2021-14	Mehdi Fathi-Najafi, Nynas AB <i>The Impact of Viscosity of Naphthenic Oils and Extreme-Pressure Additives on Lithium-Based Lubricating Greases</i>
#2020-11	Liwen Lei, Novitas Chem Solutions, LLC <i>An Innovative Preformed Thickener for the Preparation of Structurally Stable and Tribologically Effective Polyurea Greases</i>
Additional Information:	89th Annual Meeting Schedule & additional information

May/June: **Date Due to NLGI: May 5, 2022**

President's Podium:	Jim Hunt
#2021-02	Lou Honary, Environmental Lubricants Manufacturing, Inc. <i>A Comparative Study of Greases Manufactured Using Microwaves with Greases Manufactured Using Conventional Heating</i>
Interview	Sandy Cowan, MS, CLS, CLGS, Grease Technology Manager, CITGO Petroleum
Additional Information:	89th Annual Meeting Schedule & 2022 Author Bios / Abstracts

July/August: **Date Due to NLGI: Jul 7, 2022**

President's Podium:	Anoop Kumar, Ph. D
#2021-10	Dwayne Morris, Shell Global Solutions (US), Inc. <i>Novel Lithium Free Thickener System: Performance Profile, Characteristics and Target Applications</i>

Interview Chuck Coe, BS, CLGS, President, Grease Technology Solutions LLC
Additional Information: Annual Meeting Recap (Award recipients, photos, statistics on attendees & course participants)

September/October: **Date Due to NLGI: Sept 8, 2022**

President's Podium: Anoop Kumar

#2022-06 Erik Willett, Functional Products
Low Temperature Fluidity of Polymer-Modified Greases

Interview Ruiming "Ray" Zhang, PhD, CLS, CLGS, Vanderbilt Chemicals, LLC

November/December: **Date Due to NLGI: Nov 3, 2022**

President's Podium: Anoop Kumar

#2021-12 Joseph Kaperick, Afton Chemical Corp.
Covering the Bases - A Study of the Influence of Synthetic Base Fluids on High Performance Greases

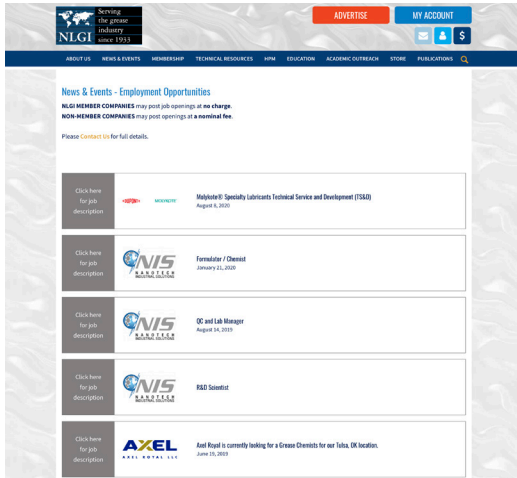
Interview Dr. Depack Saxena, PhD, Executive Director at Indian Oil Corporation Limited

Additional Information: Year-End Recap

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



NLGI Website Advertising ADVERTISING RATES



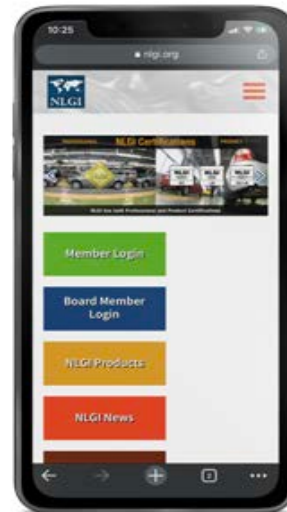
90-DAY EMPLOYMENT LISTING (Word format):

- **Members:** **no charge**
- **Non-Members:** **\$500 USD**

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

Website Advertising Package

- Sign up for six months to appear on the NLGI home page
- Sign up for one year to appear on the NLGI home page
 - **Bonus:** Additional high-traffic pages as available
- Only two spots available for GIF ads
- Web ad size – 250 x 250 pixels



Static Ad Pricing

	1 Year	6 Months
Member	\$3,000	\$1,600
Non-Member	\$3,900	\$2,000

GIF Ad Pricing

	1 Year
Member	\$4,000
Non-Member	\$5,000

CONTACT

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

Need graphic design help creating an ad for our site? Contact us for assistance nlgi@nlgi.org (\$150 admin fee)



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 6
 March/April March 2
 May/June May 5
 July/August July 7
 September/October September 8
 November/December November 3

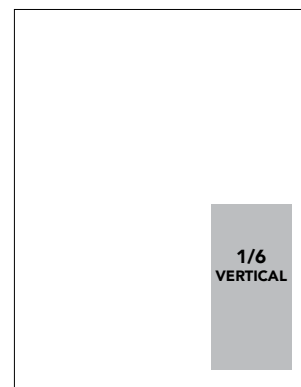
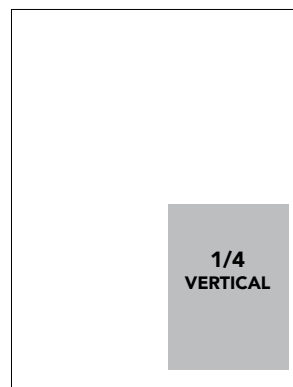
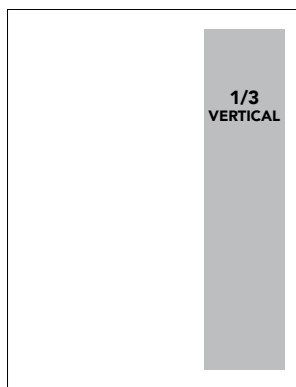
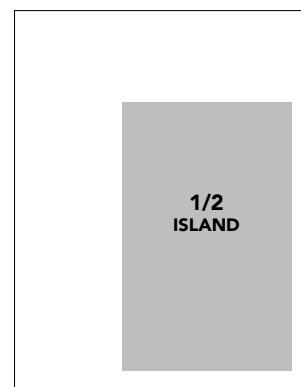
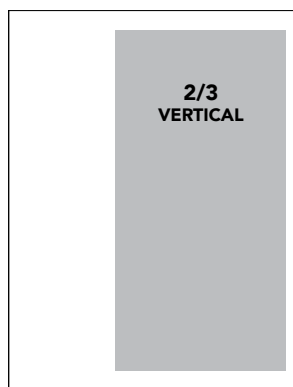
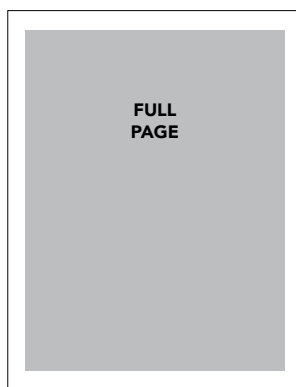
ONLINE/DIGITAL MAGAZINE

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)

2022 Spokesman Advertising Rates (includes color) / Display Ad Options

Ad Size	1 Issue	3 Issues	All 6 Issues	W x H
*Inside Front Cover	\$1475	\$1400	\$1365	7-1/4" x 9-1/2"
*Inside Back Cover	\$1475	\$1400	\$1365	7-1/4" x 9-1/2"
Full Page	\$1200	\$1155	\$1115	7-1/4" x 9-1/2"
2/3 vertical	\$1085	\$1050	\$1005	4-3/4" x 9-1/2"
1/2 island	\$ 990	\$ 965	\$ 920	4-3/4" x 7-1/2"
1/3 vertical	\$ 785	\$ 750	\$ 705	2-1/4" – 9-1/2"
1/4 vertical	\$ 680	\$ 645	\$ 615	3-3/8" x 4-5/8"
1/6 vertical	\$ 585	\$ 540	\$ 505	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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