



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

NLGI Membership including: manufacturers, suppliers, marketers, distributors, technicians, formulators, scientists, engineers and consumers of lubricating greases.

ADVERTISING DEADLINES

January/February January 5
 March/April March 2
 May/June May 4
 July/August July 6
 September/October September 7
 November/December November 9

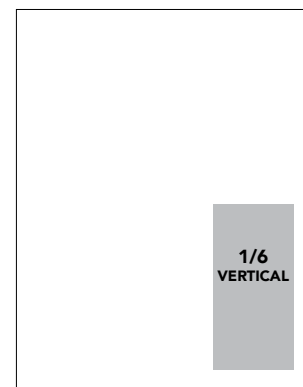
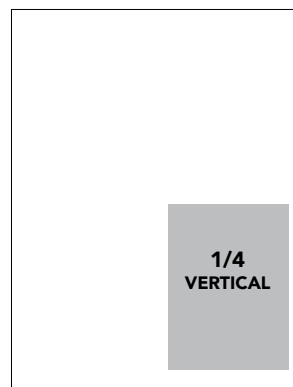
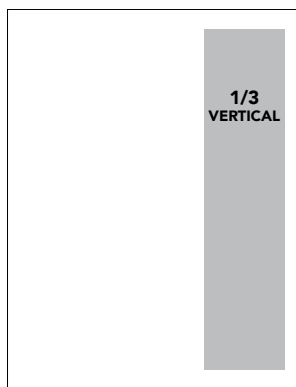
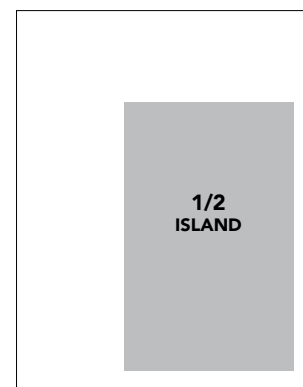
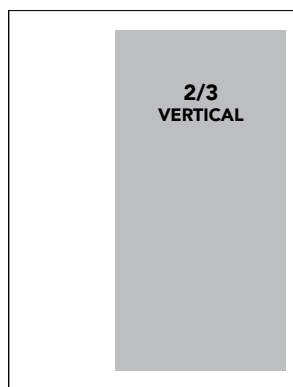
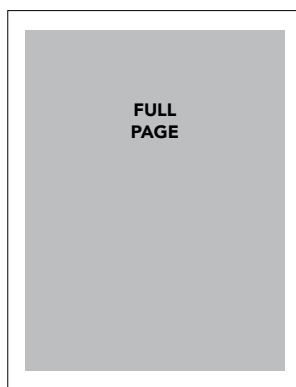
ONLINE/DIGITAL MAGAZINE

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)

2023 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.

CONTACT

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

