



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 30 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 1
 May/June May 3
 July/August July 5
 September/October September 6
 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"

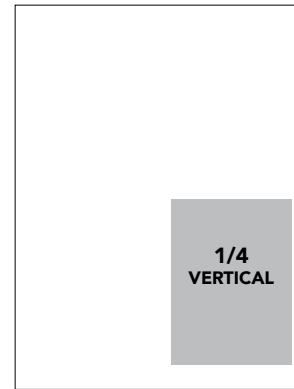
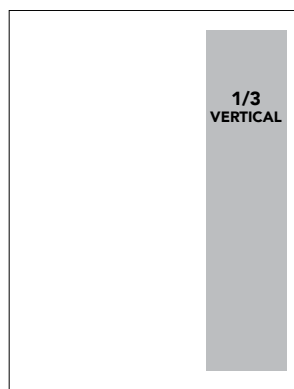
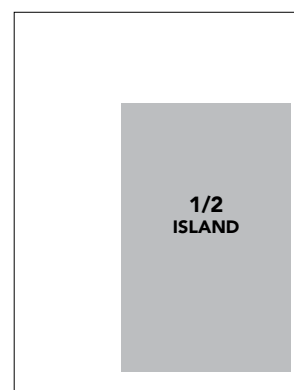
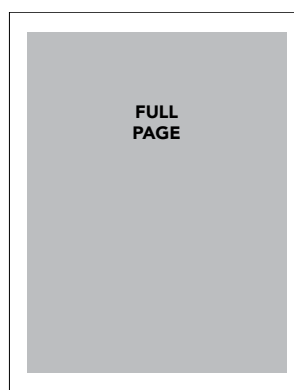
Images/Files should be at least 200 dpi for best quality (JPEG, TIFF or PDF format)

*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.**

2024 Spokesman Advertising Rates (includes color) / Display Ad Options

Ad Size	1 Issue	3 Issues	All 6 Issues	W x H
*Inside Front Cover	\$1696	\$1610	\$1570	7-1/4" x 9-1/2"
*Inside Back Cover	\$1696	\$1610	\$1570	7-1/4" x 9-1/2"
Full Page	\$1380	\$1328	\$1282	7-1/4" x 9-1/2"
1/2 island	\$1139	\$1110	\$1058	4-3/4" x 7-1/2"
1/3 vertical	\$ 903	\$ 863	\$ 811	2-1/4" – 9-1/2"
1/4 vertical	\$ 782	\$ 742	\$ 707	3-3/8" x 4-5/8"



CONTACT

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

NLGI SPOKESMAN