

RICH MEDIA SPECIFICATIONS

Rate & Specs

Digital Magazines

Magazines advertisers have the option to add rich media to their ad in the digital versions of *Lubes'n'Greases* and *Lubes'n'Greases EMEA*. Rich media is limited to one ad per spread. For spread advertisers audible rich media is limited to one page.

Rate

Non-commissionable US \$500 premium per insertion.

See current *Lubes'n'Greases* magazine and *Lubes'n'Greases EMEA* magazine ad rates.

Video Requirements

- Max 25 MB
- File formats: .avi, .mov, .mp4, .mpg, .mpeg and .wmv
- YouTube or Vimeo video requirements: provide video ID

Note

Rich media will overlay on a predefined space of the advertiser's print ad. Rich media will load and play upon page view. Rich media will stop playing when visitor leaves the page.

Rich Media Checklist

- Confirm file meets above specs
- Define exact placement and behavior of media
- Specify whether the media is programmed to loop or play only once

Email Advertising Materials to:

Production@LubesnGreases.com

Contact Lubes'n'Greases for instructions to transmit files 10 MB or larger.

ADVERTISE:
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