

LUBES'N'GREASES Magazine 2021 Advertising Rates

DISPLAY ADS

Include color

SIZE	1-2x	3-5x	6-8x	9-11x	12x +
2 Page Spread	13,660	13,115	12,695	12,320	11,920
Full Page	6,830	6,560	6,350	6,165	5,965
2/3 Page	4,945	4,770	4,640	4,495	4,345
1/2 Page Spread	6,830	6,560	6,350	6,165	5,965
1/2 Page	4,545	4,390	4,215	3,985	3,785
1/3 Page	3,155	3,055	2,990	2,870	2,780
1/4 Page	2,875	2,805	2,740	2,580	2,480

PREMIUM POSITIONS

Include color

SIZE	1-2x	3-5x	6-8x	9-11x	12x +
Back Cover	8,465	8,170	7,905	7,670	7,190
Inside Front Cover	8,465	8,170	7,905	7,670	7,190
Page 5	8,465	8,170	7,905	7,670	7,190
Inside Back Cover	8,175	7,885	7,650	7,440	6,840

For any other guaranteed position, add 15%

CLASSIFIEDS

Black and white ads only. Larger B&W ads are billed at display rates.

SIZE	1-2x	3-5x	6-8x	9-11x	12x +
1/3 Page	1,970	1,870	1,795	1,695	1,620
1/4 Page	1,680	1,625	1,575	1,445	1,330
1/6 Page	1,355	1,315	1,245	1,200	1,175

Classified prices include simple typesetting, headline and digital proof.

Add Rich Media to display ads in the digital version: \$500 per insertion.

Contact us for information about special insertions and distribution sponsorships.

All rates are per insertion, in US dollars, and are based on advertisers supplying complete electronic files and proofs.

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