LUBE REPORT
Advertising Specs & Sizes

Email Advertising Materials to:
Stef@LubesnGreases.com

Publication Schedule
Lube Report is an e-newsletter delivered via email and online, with 3 issues published each week. Each issue features stories focused on one of three regions and includes the relevant regional Base Oil Price Report:

Lube Report EMEA (Tuesdays)
Lube Report Americas (Wednesdays)
Lube Report Asia (Fridays)

Deadlines
Complete ad materials are due by Noon U.S. Eastern Standard Time on Monday, the week before publication. In the event of a Monday holiday, ad materials are due the Friday prior.

File Size & Formats
50 kB max, 72 dpi

.jpg, .gif or animated .gif

We recommend that the first frame of animated .gifs contain key messaging and/or company identification due to handling of animated .gifs in some email viewers.

Note
Ads appear in the email and on each page in the issue online (desktop and mobile view). Top Banner and Tower positions require multiple ad sizes be submitted. If ad materials are not provided for each size, the ad will not appear in the associated platform.

URLs
All ads are linked to the web address of the advertiser's choice. Advertisers are responsible for ensuring landing pages are live prior to publication.

Ad Text
Ad text appears below ads in the email only. Character count maximums include spaces. If alternate text is not provided by the deadline, the default text will read "Visit Company Name." or "Attend Meeting Name." Ad text is automatically linked to the same URL as the ad file. Headline text appears in bold. Special characters and symbols are discouraged as they may not display correctly on all email servers.

Submitting Materials
- Email ad file(s) meeting these specs as attachments.
- In the body of the email be sure to include the landing URL and accompanying ad text meeting the allotted character counts.

AD SIZES

Banner and tower positions require multiple files to display correctly across all delivery platforms (web, email and mobile).

	Dimensions (w x h)					Max Ad Text Character Counts (including spaces)	
	260 x 100 px	260 x 260 px	100 x 600 px	650 x 100 px	320 x 100 px	Headline	Body
Top Banner (2 files required)	----	----	----	✓	✓	115	150
Tower (3 files required)	----	----	✓	✓	✓	115	150
Large Button (1 file required)	✓	----	----	----	----	40	105

LUBE REPORT
Ad Locations

Some ad positions require multiple files to display correctly across all newsletter delivery platforms web, email and mobile). Ad sizes are not to scale.

Website

LUBES'N'GREASES

LUBE REPORT

	Base Oil Report
TOP BANNER 650 X 100	....
	Report headline
Story 1 headline	....
....	**BASE OIL REPORT BANNER 260 X 260**
Story 2 headline	
TOWER 100 X 600	Report headline
BUTTON 1 260 X 100 **BUTTON 2 260 X 100**	....
Story 3 headline	Report headline
BUTTON 3 260 X 100 **BUTTON 4 260 X 100**	....
Story 4 headline	Report headline
BUTTON 5 260 X 100 **BUTTON 6 260 X 100**	....

Mobile

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TOP BANNER 320 X 100

Story 1 headline
....

Story 2 headline
....

TOWER 320 X 100

Story 3 headline
....

BUTTON 1 260 X 100

BUTTON 2 260 X 100

Story 4 headline
....

BUTTON 3 260 X 100

BUTTON 4 260 X 100

Story 5 headline
....

BASE OIL REPORT BANNER 260 X 260

Base Oil Reports
....

Email

LUBE REPORT

TOP BANNER 650 X 100
AD TEXT ....

Story 1 headline
....

Story 2 headline
....

TOWER 650 X 100
AD TEXT ....

Story 3 headline
....

BUTTON 1 260 X 100	**BUTTON 2 260 X 100**
AD TEXT	**AD TEXT** ....

Story 4 headline
....

BUTTON 3 260 X 100	**BUTTON 4 260 X 100**
AD TEXT	**AD TEXT** ....

Briefly Noted headline
....

BASE OIL REPORT BANNER 650 X 100
AD TEXT ....