

# LUBES'N'GREASES Magazine

## DIGITAL EDITION COVER EMAIL

### 2022 Advertising Rates & Specs

#### ADVERTISING RATES

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

Digital Magazine	1-2x	3-5x	6-8x	9-11x	12x +
Lubes'n'Greases Magazine	6,435	6,015	5,785	5,470	5,145

#### ADVERTISING SPECIFICATIONS

##### Publication Schedule

Publication of the digital edition of the magazine is announced via email on or about the first of each month. During the following week, a second email is sent to any subscriber who did not open the first email.

##### Material Deadline

Ad file and URL are by Noon U.S. Eastern Standard Time by the 15th day of the preceding month.

##### File Dimensions

650 x 100 (w x h) pixels

##### File Size & Formats

50 kB max, 72 dpi

.jpg, .gif, animated .gif

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

##### 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.

##### Email Advertising Materials to:

Stef@LubesnGreases.com

**ADVERTISE:**  
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