

LUBRICANTS INDUSTRY DIRECTORY 2022 Advertising Rates & Dates

DISPLAY AD RATES

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

| Position | Rate |
|---------------------|-------|
| Home Page* | 6,250 |
| Browse-by-Category* | 5,120 |
| Run of site | 2,895 |

*For premium placement on the Home page or Browse-by-Category search results pages:

- To guarantee top position, add 20%.
- For guaranteed second position, add 15%.
- For guaranteed third position, add 10%.
- For guaranteed fourth position, add 5%.

FEATURED LISTINGS RATES

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

| | 1-2x | 3-5x | 6-8x | 9-11x | 12x + |
|------------------|-------|------|------|-------|-------|
| Featured Listing | 1,060 | 985 | 910 | 820 | 745 |

DEADLINES

Ads and Featured Listings can be booked at any time. Please allow one week for bookings to appear after materials have been received.

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