

## WEBSITE BANNER ADS

# 2024 Advertising Rates

Email Advertising Materials to:  
Production@LubesnGreases.com

All rates are in US\$\$s

## Impression based Ads

	CPM (RoS)	CPM (targeted)
Leaderboard	115	225
Vertical Banner 1	90	175

CPM: Cost per 1,000 Ad Impressions

RoS: Run of Site

Targeted: selected website user location

## Topic based Ads

Topic	Monthly cost
Base Stocks	5,000
Additives	3,000
Finished Lubricants	3,000
Sustainability	2,000
Electric Vehicles	2,000
All other topics	1,000

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