

LUBE REPORT

Advertising Specs & Sizes

Publication Schedule

Lube Report is an e-newsletter published each week and delivered via email and online.

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 on 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 article page online for one week (desktop and mobile view). Top Banner positions require multiple ad sizes 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 landing page URL 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 please include the landing page URL and accompanying ad text meeting the allotted character counts.

AD SIZES

Top Banner ad 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 | 650 x 100 px | 320 x 100 px | Headline | Body |
| Top Banner 1 (2 files required) | ---- | ✓ | ✓ | 115 | 150 |
| Top Banner 2 (2 files required) | ---- | ✓ | ✓ | 115 | 150 |
| Top Banner 3 (2 files required) | ---- | ✓ | ✓ | 115 | 150 |
| Large Button (1 file required) | ✓ | ---- | ---- | 40 | 105 |

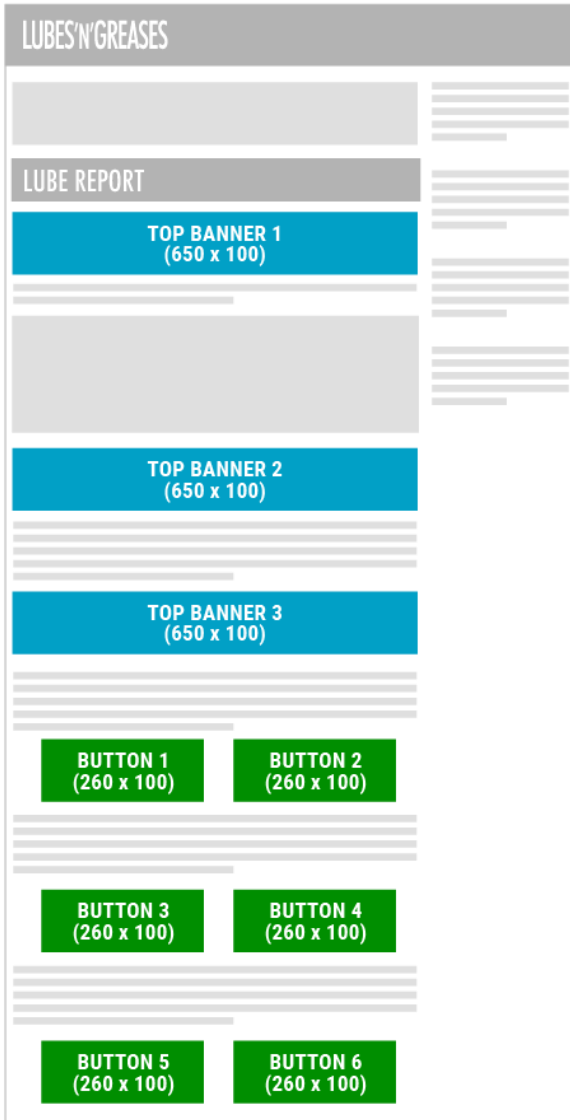
ADVERTISE:
www.lngmediakit.com

MATT ROGERS:
Director of Business
Development, North America
mrogers@lubesngreases.com

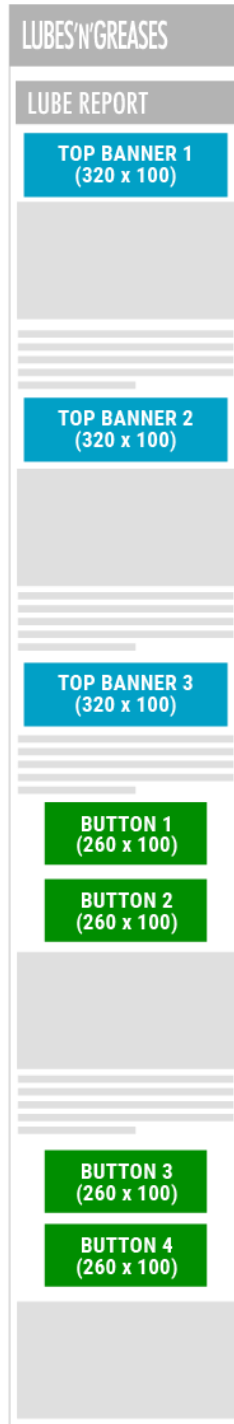
DAVE STANWORTH:
Commercial Director
dstanworth@lubesngreases.com

LUBE REPORT Ad Positions

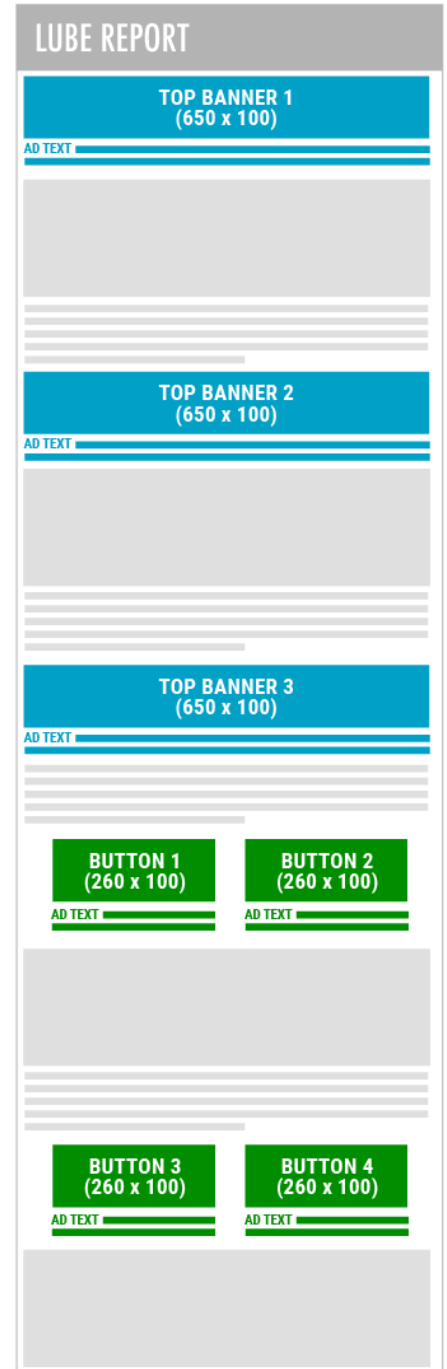
WEBSITE



MOBILE



EMAIL



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