

WEBSITE BANNER ADS

2026 Advertising Rates

All rates are in US\$\$s

Impression based Ads

	CPM (RoS)	CPM (targeted)
Leaderboard	125	240
Vertical Banner 1	100	190

CPM: Cost per 1,000 Ad Impressions

RoS: Run of Site

Targeted: selected website user location

Topic based Ads

Topic	Monthly cost
Base Stocks	5,250
Additives	3,150
Finished Lubricants	3,150
Sustainability	2,100
Electric Vehicles	2,100
All other topics	1,050

ADVERTISE:
www.lngmediakit.com

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

DAVE STANWORTH:
Commercial Director
dstanworth@lubesngreases.com