

GLOBAL BASE STOCK GUIDE

2027

Advertising Rates, Dates & Specs

ADVERTISING RATES & DATES

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

	Rate	Publication Date	Advertising Closing	Materials Due	Size inches (w x h)	Size mm (w x h)
Single advert	6,140	July 2027	April 16	April 30	7.5 x 4.75	190.5 x 120.7
Double advert	11,670				7.5 x 9.5	190.5 x 241.3

For any guaranteed position, add 15%.

ADVERTISING SPECIFICATIONS

Digital Files

Only high-resolution electronic PDF files, minimum 300 dpi, with all fonts embedded in all subsets, are accepted. On-screen anomalies in digital files may also appear in the PDF versions.

File Size

Contact Lubes'n'Greases for instructions for sending 10 MB and larger files.

Color

Use only standard process colors (cyan, magenta, yellow, black). All colors are four-color process screen builds. We will screen build to match Pantone PMS colors. DO NOT USE RGB. Use device dependent color settings (with no ICC Profiles).

Ink Coverage, Line Thickness

Ink coverage must be less than 310 percent. Line thickness must be greater than 0.25 points.

Note

A thin black rule or stroke may be added to ads that ensure separation of ads from editorial content.

Advertisers are responsible for ensuring QR codes and URLs appearing in the ad artwork are live prior to publication.

ADVERTISE:
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