LUBES'N'GREASES Magazine
Advertising Specifications

Email Advertising Materials to:
dstanworth@LubesnGreases.com

Publication Schedule
Lubes'n'Greases magazine publishes on or around the first of each month.

Deadlines
See the *Lubes'n'Greases* editorial calendar for material deadlines.

Ad File Checklist
- High-resolution PDF file, minimum 300 dpi.
- CMYK color only. No RGB.
- Fonts embedded in all subsets.
- For all full-page ads, set page size to equal bleed dimensions (8 5/8 inches wide x 11 1/8 inches high).
- For all full-page ads, set trim box to finished dimensions (8 3/8 inches wide x 10 7/8 inches high).
- Remove crop marks or registration marks.
- Advertorial includes the word "Advertisement" in legible, 9 point font centered at the top of each page.
- Advertisers are responsible for ensuring QR codes and URLs in ads direct to live sites prior to publication.
- Contact Lubes'n'Greases for sending instructions for files that are 10 MB or larger.

Print Process
Lubes'n'Greases is four-color sheet-fed offset printed on coated stock.

Paper
Lubes'n'Greases is printed on 70 pound and 60 pound #3 sheet.

Trim Size (finished dimensions)
8 3/8 inches horizontal x 10 7/8 inches vertical (212.725 mm x 276.225 mm).

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.

Bleeds
Minimum 1/8 inch (3.175 mm) bleed required on all edges that bleed.

Printer's Marks
Remove all printer's marks (crop marks, registration, bleed marks, color bars, and page information) from the ad.

Digital Files
Only high-resolution electronic PDF files, minimum 300 dpi, with all fonts embedded in all subsets, are accepted. Negatives are not accepted. Other software, such as QuarkXPress, Photoshop, Illustrator, InDesign, Word or PowerPoint, are not accepted. Please note: on-screen anomalies in digital files may also appear in the digital editions.

File Size
Do not email files over 10 MB in size. Contact Lubes'n'Greases for instructions for sending 10 MB and larger files.

Full-page Ads
For all full page ads, set page size equal to bleed dimensions. Bleed dimensions are 8 5/8 inches horizontal x 11 1/8 inches vertical (219.075 mm x 282.575 mm). Set trim box to finished dimensions: 8 3/8 inches horizontal x 10 7/8 inches vertical (212.725 mm x 276.225 mm).

Fractional Ads
The shape of Half- or Third-Page fractional ads must be confirmed by the Ad Close Date of the issue. Please note that Lubes'n'Greases may add a thin black rule or stroke to fractional ads that appear to float on a white background. This is done to help separate the ad from other ads or editorial.

Spreads
Two-page spreads must be submitted as two separate full-page bleed ads. When designing art account for trim, and crossover at the gutter.

Advertorial
Ads that resemble editorial must include the word "Advertisement" at the top of each page in legible, minimum 9 point font.

Proofs
SWOP-approved color proofs for Lubes'n'Greases (provided by the advertiser) are required to check for accuracy on press.

Meeting Distribution Sponsorship
Advertisers who sponsor distribution at selected industry meetings must supply preprinted, stick-on labels (crack-and-peel preferred) for front page impact. Contact us for prices and label specifications.

Gatefolds, Inserts, Supplements
Gatefold ads, advertising inserts and custom advertising supplements are available. Email or call for pricing and specifications

Classified Ads
Price includes simple typesetting, headline and digital proof. Graphic elements, alterations or other production work will be charged at prevailing rates. Color classified ads are charged at display rates.

Production Charges
All rates are per insertion, in U.S. dollars, and are based on the advertiser supplying complete electronic files and proofs which meet Lubes'n'Greases' specifications by the published deadlines.

In the absence of final, press ready ad materials production services are available and will be billed at prevailing rates. Email or call for price quote. $50 minimum.

Changes made to ad materials after the published deadlines may incur a production fee.

ADVERTISE:
advertise@lubesngreases.com
www.lngmediakit.com

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

DAVE STANWORTH:
Commercial Director
dstanworth@lubesngreases.com

LUBES'N'GREASES Magazine
Ad Sizes

Email Advertising Materials to:
dstanworth@LubesnGreases.com

Note
Dimensions are based on the publication's 2-, 3- and 4-column grid. Do not exceed the stated space. Any fractional ads that are slightly under the stated dimensions will be centered within the contracted space.

Trim Size
Finished dimensions of the magazine is 8 3/8 inches wide x 10 7/8 inches high (212.725 mm x 276.225 mm).

Double Page Spread
Submit as two separate full-page bleed ads. Live area is 16 inches wide x 10 inches high (406.4 x 254 mm).

Full Page
For all full page ads, set page size equal to bleed dimensions below.

Size	inches (w x h)	mm (w x h)	live area inches (w x h)	live area mm (w x h)
Double Page Spread Standard	15-3/4 x 10	400 x 254	---	---
Double Page Spread With Bleed	17 x 11-1/8	431.8 x 282.575	16 x 10	406.4 x 254
Full Page Standard	7-1/4 x 10	184.2 x 254	---	---
Full Page With Bleed	8-5/8 x 11-1/8	219.075 x 282.575	7-1/2 x 10	190.5 x 254
Half Page Spread Standard	15-3/4 x 4-7/8	400 x 123.8	---	---
Half Page Spread With Bleed	17 x 5-1/2	431.8 x 139.7	---	---
2/3 Page	4-5/8 x 10	117.5 x 254	---	---
1/2 Page Island	4-5/8 x 7-1/2	117.5 x 190.5	---	---
1/2 Page Vertical	3-1/2 x 10	88.9 x 254	---	---
1/2 Page Horizontal	7-1/4 x 4-7/8	184.2 x 123.8	---	---
1/3 Square	4-5/8 x 4-7/8	117.5 x 123.8	---	---
1/3 Vertical	2-1/8 x 10	54 x 254	---	---
1/4 Page	3-1/2 x 4-7/8	88.9 x 123.8	---	---
1/6 Page	2-1/8 x 4-7/8	54 x 123.8	---	---

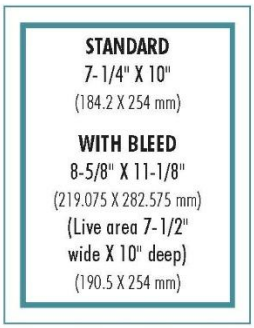
ADVERTISE:
advertise@lubesngreases.com
www.lngmediakit.com

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

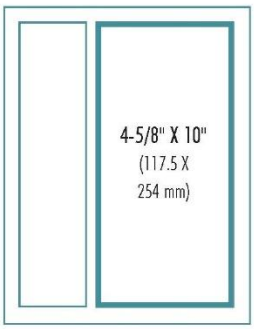
DAVE STANWORTH:
Commercial Director
dstanworth@lubesngreases.com

PRINT AD SIZES

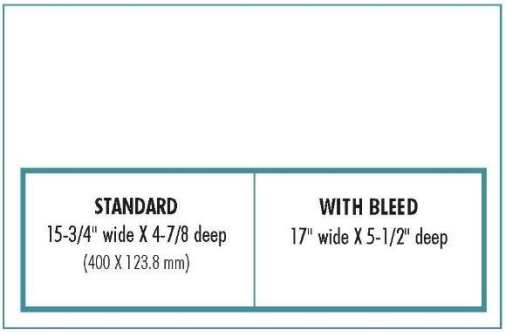
FULL PAGE



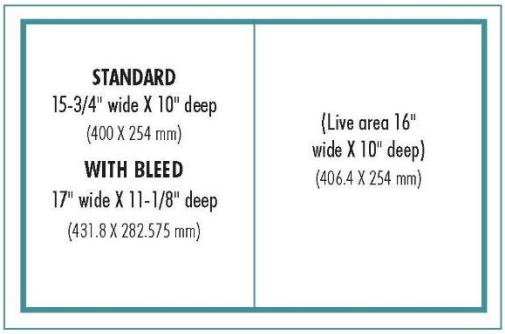
2/3 PAGE



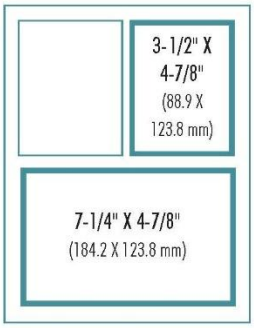
HALF PAGE SPREAD



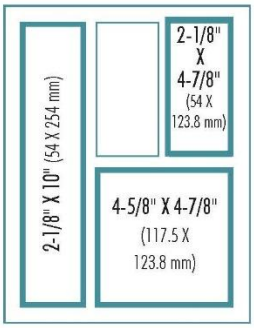
DOUBLE PAGE SPREAD



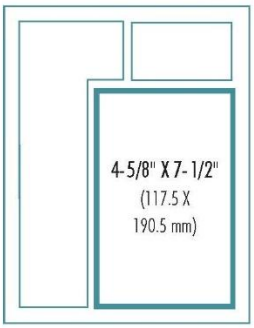
1/2 PAGE HORIZONTAL
1/4 PAGE



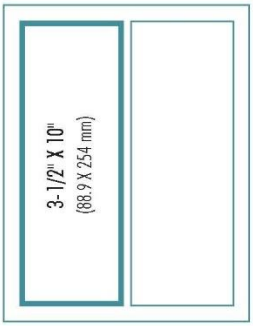
1/3 PAGE VERTICAL
1/3 PAGE SQUARE
1/6 PAGE



1/2 PAGE ISLAND



1/2 PAGE VERTICAL



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