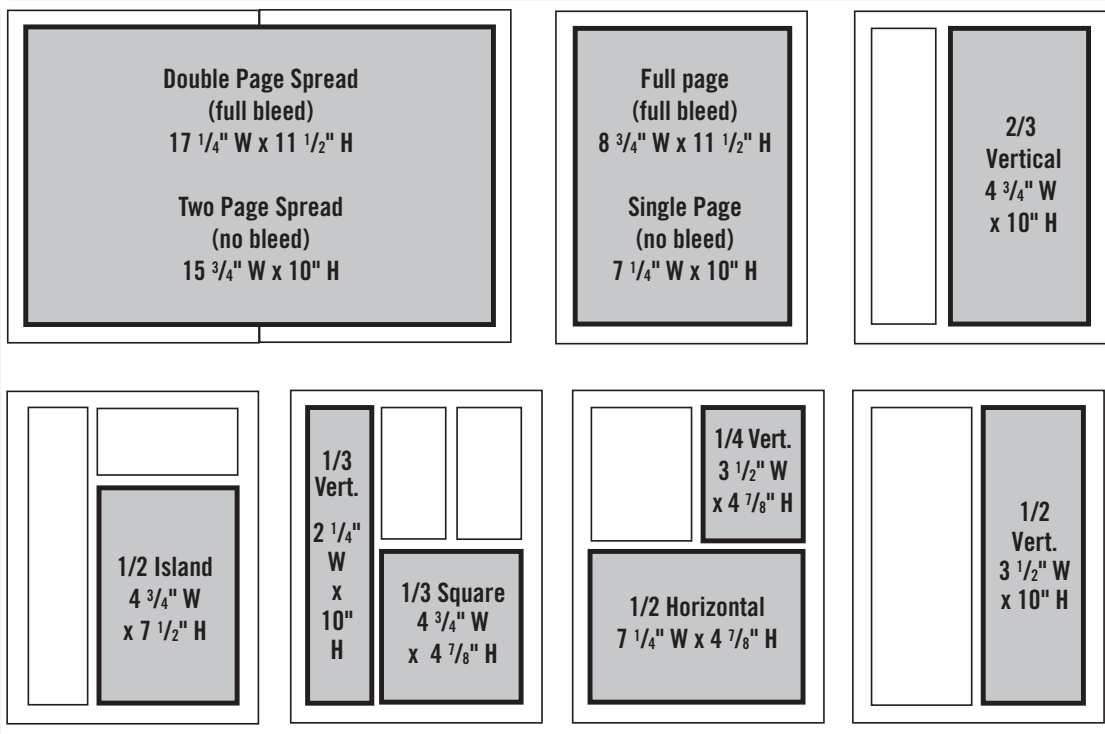


## Ad Rates & Mechanical Specs

Start your ad program today! Contact Tracy Nicholas VanEe at 630-922-3459 or [tnicholas@stle.org](mailto:tnicholas@stle.org) to start reaching 13,000 leaders (print and online) in the lubricant industry for as little as \$795 per placement!

2010



### Color Charges

One-color: \$350  
 PMS Match: \$425  
 Four-color: \$950  
 Bleed: nc

### Magazine Trim Size

8.5 inches wide by 11.25 inches high. Try to keep text at least half an inch from edges of full-page bleed ads. This will ensure important information does not get trimmed in production.

### Electronic File Requirements

TLT only accepts Press Quality high-resolution (at least 300 dpi) electronic files. PDF is preferred.

### 2010 TLT Advertising Rates

Ad Size	1x	3x	6x	9x	12x
Full Page	\$2,510	\$2,265	\$2,020	\$1,775	\$1,530
Two-thirds	\$2,058	\$1,857	\$1,656	\$1,456	\$1,254
Half	\$1,756	\$1,585	\$1,414	\$1,243	\$1,072
Third page	\$1,456	\$1,313	\$1,171	\$1,029	\$888
Quarter page	\$1,305	\$1,177	\$1,050	\$922	\$795

### Special Positions

IFC (color charge included)	\$5,397	\$4,858	\$4,318	\$3,776	\$3,238
IBC (color charge included)	\$5,197	\$4,673	\$4,158	\$3,637	\$3,117
OBC (color charge included)	\$5,950	\$5,355	\$4,759	\$4,165	\$3,570
Center Spread	\$5,985	\$5,686	\$5,195	\$4,706	\$4,200
Contents (p. 3)	\$4,134	\$3,829	\$3,522	\$3,216	\$2,910