

ABOUT ILMA

81% of *Compoundings*' audience consists of high-level decision-makers. Expose your brand to over 2,200 professionals in the lubricants industry. No matter your marketing approach, if you're targeting the lubricants industry, ILMA should be a priority in your advertising strategy. Connect with top executives through ILMA's trade magazine, *Compoundings*, its online Member Directory, and other digital products.



COMPOUNDINGS MAGAZINE

Compoundings engages with **2,200+ individuals** at ILMA member companies who lead in lubricant manufacturing, supply, and distribution, including international companies producing lubricants beyond North America. Explore trends in the lubricants industry through *Compoundings*, offering market reports, business insights, legislative and regulatory updates, an industry event calendar, association member news, and more!

EDITORIAL CALENDAR

ISSUE	FEATURES	AD CLOSE	ART DUE FOR HOT PRODUCTS AND ADVERTORIALS	ART DUE
Feb 26	• Infrastructure, Transportation and Logistics • Tax and Accounting Updates for 2026 • Commerical Vehicle Electrification	12/12/25	12/12/25	12/20/25
Mar 26	• Raw Material Pricing Instability Amid Global Supply Chain Disruptions • Lubricant Counterfeiting • Quality Control and Avoiding Product Contamination	1/20/26	1/20/26	1/27/26

ISSUE	THEME	AD CLOSE	ART DUE FOR HOT PRODUCTS AND ADVERTORIALS	ART DUE
Apr 26 Bonus distribution at ILMA Engage	• The Shifting State of Sales • Leadership and Training: Are You Truly a Great Leader? • Industry Advocacy Update: The Empty Drum Rule and More	2/17/26	2/17/26	2/24/26
May 26 Bonus distribution at STLE meeting	• Workforce Development and Training • New Tech and Training Needs • Lubricants for Medical Devices/Components	3/20/26	3/20/26	3/27/26
Jun 26	• ICYMI: Key Panel From ILMA Engage • Quick Lube Consolidation and Market Growth • ILMA Engage Recap and Photo Spread	4/21/26	4/21/26	4/28/26
	• The Evolution of AI in Manufacturing • Innovations in Marine Lubricants • The Latest in Higher Ed Research	5/20/26	5/20/26	5/27/26
Sep 26	• Midterms Are Coming • Cybersecurity and SOC 2 Compliance • Metalworking	7/22/26	7/22/26	7/29/26
Oct 26 Bonus distribution at ILMA Annual meeting	• Sales Training and Leadership • Base Oil Market Update • Catching Up With ILMA Scholarship Recipients	8/21/26	8/21/26	8/28/26

Advertorial and Hot Products can be included in any issue. Please contact Tima at tgood@ILMA.org for more information.

ISSUE	THEME	AD CLOSE	ART DUE FOR HOT PRODUCTS AND ADVERTORIALS	ART DUE
Nov 26	• What's Going on in Europe? • Specialized Tribologies • ILMA Annual Meeting Recap and Photo Spread	9/17/26	9/17/26	9/24/26
Dec 26/Jan 27	• Meet ILMA's New President: Dave Richards • Year-End Roundtable • 2027 Legislative and Regulatory Outlook	10/15/26	10/15/26	10/22/26

HOT PRODUCTS

The Hot Products section of *Compoundings* magazine serves as a widely recognized platform in the industry, highlighting new products and innovations. This advertorial segment proves highly impactful in conveying compelling reasons for industry leaders to engage in business with you.

Compoundings magazine enhances the value of your investment by offering the following benefits as part of your advertising package:

- Professional editing and graphic design
- Readership of industry decision-makers
- Publication in the online digital edition with web link

HOT PRODUCTS RATES & SPECS

Full Page: \$1,650

Final Full Page Ad Specs: 8.5" x 11"

Deliverables include:

- Image/high resolution photo- 6.75" x 4.75"
- Headline
- Company or products overview- 280 words
- Company website
- Company logo (hi res at 300 dpi OR EPS file)

Spread: \$2,400

Final Spread Ad Specs: 17.5"x 11.25" (includes bleed)

Deliverables include:

- Image/high resolution photo- 8.75" x 11.25" (includes bleed)
- Headline
- Company or products overview – 560 word limit
- Company website
- Company logo (hi res at 300 dpi or eps file)

Please note that Hot Products materials are due earlier than display ad artwork. Please check the table above.

Q&A ADVERTORIAL

Available in each edition of *Compoundings*, the Q&A Section provides a chance for you to set yourself apart from competitors. Secure a full page of content along with your headshot in the issue. Questions can be provided by the advertiser or ILMA's editor. We will create the final page for you.

Q&A RATES & SPECS

Full Page: \$6,050

Final Spread Ad Specs: 8.5" x 11" (includes bleed)

Deliverables include:

- Answers to ILMA's questions

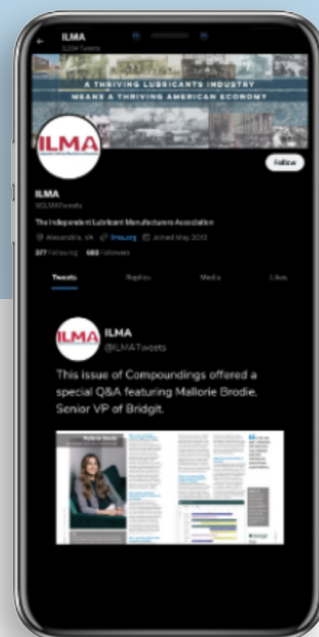
The person answering the questions must provide their full name, title, company name, location (city, state), high res (300 dpi) headshot (will be placed in circle), company logo (high res at 300 dpi or EPS file)

SPECIAL SECTION DIGITAL ENHANCEMENT

This digital add-on is offered to advertisers who have purchased a Q&A. A PDF version of the article will be shared across ILMA's social media channels.

SPECIAL SECTION DIGITAL ENHANCEMENT RATE

Please contact Tima at tgood@ilma.org for pricing.



COMPOUNDINGS MAGAZINE

Compoundings serves as ILMA's primary communication medium. With its monthly circulation, the magazine keeps members informed about lubricants industry trends and offers a platform for members to gain visibility through advertising, columns, and articles.

RATES

AD SIZE	1-3 ISSUES	4-8 ISSUES	9-12 ISSUES
Outside Back Cover	\$4,200	\$3,990	\$3,780
Inside Front Cover	\$3,990	\$3,790	\$3,590
Inside Back Cover	\$3,990	\$3,790	\$3,590
Full Page	\$3,360	\$3,190	\$3,025
1/2 Page Horizontal	\$2,310	\$2,195	\$2,080
1/4 Page	\$1,260	\$1,195	\$1,135
1/4 Classified Ad	\$840	-	-

Guaranteed position rate of 10%!

AD SIZE	RATE
3 Page Foldout	Pricing available upon request.
2 Page Foldout	Pricing available upon request.
Hot Products Special Section	\$2,520 – Spread \$1,650 – Full Page
Advertorial	\$3,500 – Full Page \$2,200 – 1/2 Page
Belly Band	Pricing available upon request.

Pricing is net. There are no agency discounts. New advertisers must pay in advance.

COMPOUNDINGS MAGAZINE SPECS

POSITION	WIDTH X HEIGHT	TEMPLATE
Full Page	Bleed: 8.75" x 11.25" Trim: 8.5" x 11"	Download template here.
1/2 Page Horizontal	6.75" x 4.75"	Download template here.
1/4 Page	3.25" x 4.75"	Download template here.
3 Page Fold Out Bleed	17" x 11.25" plus 8.75" x 11.25"	Contact us if you need a template.
2 Page Spread	Bleed: 17.5" x 11.25" Trim: 17" x 11"	Download template here.
Advertorials	Full page Bleed: 8.75" x 11.25" Full page Trim: 8.5" x 11" 1/2 page: 6.75" x 4.75" Advertiser provides print-ready files, all content is subject to review by ILMA editorial advisors. The word "Advertisement" must appear at the top of the ad.	Download full page template here. Download 1/2 page template here.
Belly Band	Total Size: 18.875" x 5" (plus .125" bleed on all sides) Glue Flap: 1.5" Front: 8.5" Back: 8.5"	Download template here.

Access the InDesign template for designing your ad above. The templates adhere to the specifications, including size, margins, and bleed. To submit your ad, export it as a PDF with bleeds and email it to: tgood@ILMA.org



COMPOUNDINGS ONLINE

Promote your brand in the digital version of *Compoundings* magazine and experience the advantages of connecting with professionals in the lubricants industry, all while monitoring your return on investment.

DIGITAL EDITION	SPECS	RATE
Full Page	Bleed: 8.75" x 11.25" Trim: 8.5" x 11" / Opposite Cover + Click-through URL link	\$3,360
Top Banner	728 x 90 pixels / JPG + Click-through URL link	\$2,625
Bottom Banner	728 x 90 pixels / JPG + Click-through URL link	\$1,575
Skyscraper	120 x 600 pixels / JPG + Click-through URL	\$2,310
Video	MP4 / 3 minutes max / 24 frames 500 pixels wide minimum + Click-through URL	\$2,100
Belly Band	Total Size: 18.875" x 5" (plus .125" bleed on all sides) Glue Flap: 1.5" Front: 8.5" Back: 8.5"	Pricing available upon request.

READER BENEFITS

- Advertiser Index with contact information
- Table of Contents with thumbnails
- Flip pages from every corner on PC/Mac
- Quick Menu on any part of any page: share, print, zoom, add bookmark, add notes
- Multiple levels of zoom; easy to read in one-page or two-page mode
- Bookmarking (portable); yellow sticky note feature
- Search one issue, all issues, specific issues – thumbnails and text selection assist search
- Print range of pages
- Customizable user preferences

MEETING E-BLASTS

ILMA Engage and ILMA Annual Meeting

Elevate your brand visibility by leveraging ILMA's email channels for ILMA Engage and the ILMA Annual Meeting! Choose distinct placement options, and your promotional e-blasts will be sent up to twice a week, for two months leading up to the conference, and twice a day during the conference. Don't miss this opportunity to showcase your brand to a wide audience in the lubricant industry.

Top Banner: \$630/week or \$1,500/month

Banner: \$500/week or \$1,000/month

Sponsored Content: \$500/week or \$1,000/month

Sponsored Content Text Ad

50-75 words (including a headline and website URL) and a logo

Banner

600 x 80 pixels / JPG



DIGITAL EDITION EMAIL SPONSORSHIP

2,500 average distribution | 23.13% average open rate

2 sends per month

Promote your brand effectively by sponsoring the *Compoundings* Digital Edition Email! This opportunity allows you to connect with key decision-makers in the lubricant industry and monitor your return on investment. The email is sent bi-monthly, announcing the latest edition and reminding members to read it later in the month. Don't miss out on reaching a targeted audience in the lubricants sector.

RATES & SPECS

PLACEMENT	SPECS	RATE
Sponsored Content Text Ad	50-75 words (including a headline and click-through URL) and a logo (transparent PNG file preferred)	\$1,025
Top Banner	600 x 80 pixels / JPG + URL link	\$735
Middle Banner	600 x 80 pixels / JPG + URL link	\$630
Footer	600 x 130 pixels / JPG + URL link	\$790
Exclusive Email Sponsorship	Includes a Top Banner, Footer, and up to two Middle Banners and a Sponsored Content Text Ad	\$3,675

SPONSORED EMAIL

2,000+ average distribution

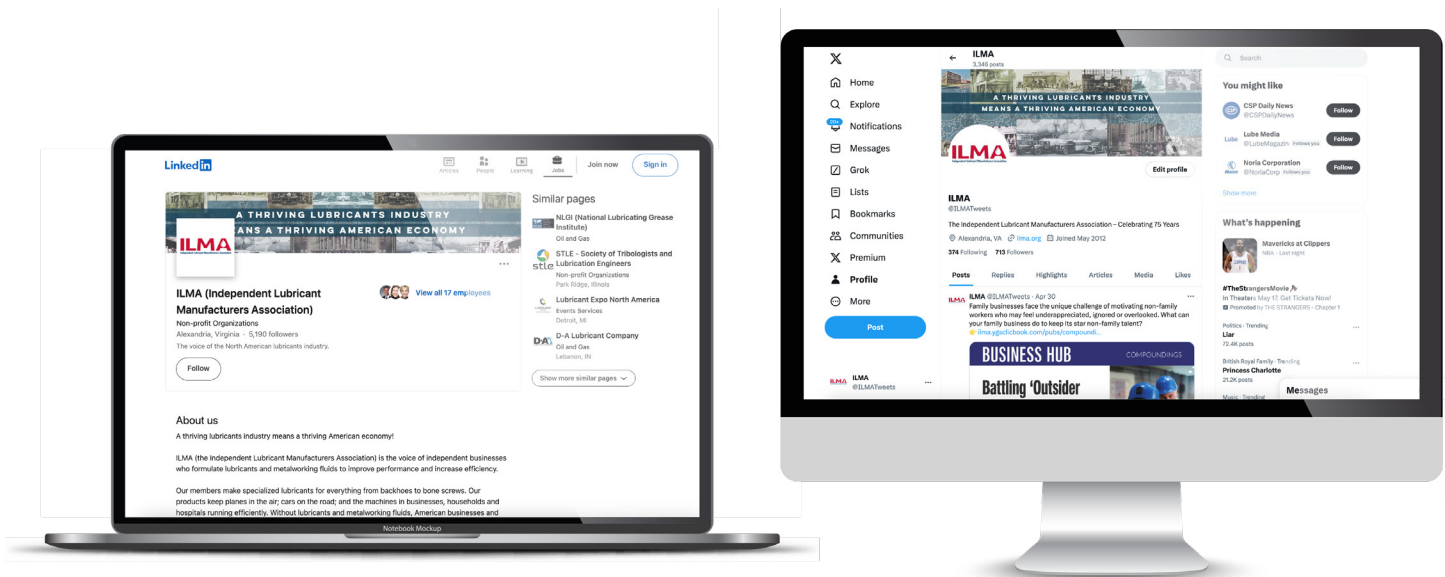
\$1,575 per email

Have ILMA send an exclusive email blast spotlighting your brand to our extensive readership. Take charge of your message's content and showcase the latest products and services you want the industry to be aware of. This is your opportunity to communicate directly with our audience and make a significant impact.

DELIVERABLES AND SPECS

- Fully designed, ready-to-send email in HTML
- All images and fonts need to be linked
- All hyperlinks need to be embedded
- Subject line for the email must be included
- Pre-header text has a character limit of 98
- HTML files should be 600-650 pixels wide
- All content is subject to review by ILMA editorial advisers
- Email proof will be provided to advertiser
- Any facts or statistics must be published in a peer-reviewed publication and cited in the ad
- The word "This is a paid advertisement" must appear in the top right hand corner as a diagonal banner
- Necessary alterations are the responsibility of and at the expense of the advertiser.

Advertisers should submit materials no later than 2 weeks before the designated send week. If you have questions about the submission processes or deadlines, please contact us.



ILMA SOCIAL MEDIA

Distribute your message through ILMA's social media, up to twice a week.

LinkedIn: 6,500+ followers – ILMA (Independent Lubricant Manufacturers Association)

X (Formerly Twitter): 800+ followers – @ILMATweets

ILMA Social Media Package- \$500

Includes 2 LinkedIn posts and 2 X posts

Material Requirements

PLACEMENT	IMAGE DIMENSIONS AND GUIDELINES	FEED AD CHARACTER LIMITS
X (Formerly Twitter)	Twitter in-stream photo: Minimum- 600 x 335 px; Maximum- 1024 x 512 Maximum file size: 5 MB for photos and 3 MB for animated GIFs.	Text: fewer than 280 Call to action with URL.
LinkedIn	Size Limit: 5 MB Specs: at least 552 (width) x 276 (height) px Image ratio: 3:1 to 2:3	Text: 100 characters (with spaces) recommended; 140 max Call to action with URL.

ONLINE MEMBER DIRECTORY

All existing members are welcome to provide their details for inclusion in ILMA's eDirectory. Opt for the standard listing or enhance your visibility with upgraded opportunities!

	STANDARD	ENHANCED	PREMIUM Only 6 Positions Available Appears At Top Of Searches
COMPANY NAME	Free	\$3,000/yr \$250/mo	\$4,500/yr \$375/mo
COMPANY LOGO	X	X	X
COMPANY URL	X	X	X
COMPANY PHONE NUMBER	X	X	X
COMPANY EMAIL	X	X	X
COMPANY PHYSICAL ADDRESS	X	X	X
CATEGORY SELECTIONS	X	X	X
COMPANY KEY CONTACT INFO	X	X	X
COMPANY EMPLOYEES	X	X	X
SHORT DESCRIPTION	X	X	X
SOCIAL MEDIA ICONS	X	X	X
BANNER AD		X	X
LONG DESCRIPTION		X	X
VIDEO EMBEDDED		X	X

MEETING ATTENDEE LIST BANNER AD - NEW OPPORTUNITY!

Have your company or product featured at the top of the online attendee lists for ILMA Engage and the ILMA Annual Meeting.

\$800/month

Details

- 728 x 90 px – .jpg, .png or .gif formats are supported
- Links to URL of advertiser's choice
- ILMA Engage attendee list banner ad runs from registration opening date January - May
- ILMA Annual Meeting attendee list banner ad runs from registration opening date June - December

2025 DIGITAL AD DEADLINES

MONTH THE AD WILL BE RUNNING	ART DEADLINE
January	12/11
February	1/11
March	2/14
April	3/14
May	4/11
June	5/14
July	6/13
August	7/11
September	8/14
October	9/12
November	10/14
December	11/14

2026 DIGITAL AD DEADLINES

MONTH THE AD WILL BE RUNNING	ART DEADLINE
January	12/12
February	1/12
March	2/16
April	3/16
May	4/14
June	5/14
July	6/15
August	7/14
September	8/14
October	9/14
November	10/14
December	11/16

SPONSORED EBLAST DEADLINES

Materials must be provided two weeks before your send date.



ILMA WEEK

With a reach of **over 2,500 subscribers**, ILMA Week covers today's most relevant stories from the leading new media sources and other critical industry publications. ILMA Week keeps decision-making professionals informed on important industry matters.

BENEFITS

CREDIBLE SOURCE

Our members have turned to the association as the informational authority of the industry. Advertising in ILMA Week solidifies your place among weekly information provided to members.

AFFORDABLE

Advertising in ILMA Week is cheaper than other internet advertising options, and more affordable than television and radio promotion.

OPT-IN SUBSCRIBER LIST

Subscribers to ILMA Week have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.

TARGETED DISTRIBUTION

Advertising in ILMA Week allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



INVENTORY KEY BY ZONE

Zone 1: Leaderboard ONLY

Zone 2: Positioned under the top banner.

Zone 3, 5, 6, and 7: Any Flex Ad is available for use in these zones. Flex Ads are indicated on the following page. Video Showcase, Featured Article, Banner and Product Showcase.

Zone 4: Sponsored Content ONLY

AD SPECS AND PRICING

Prices shown are for participation in 13 emails sent to over 2,500 subscribers.

Item	Price - Single Issue	Price - Full Cycle
Ad Zone 1 - Leaderboard	\$292	\$3,800
Ad Zone 2	\$304	\$3,950
Ad Zone 3	\$304	\$3,950
Ad Zone 4	\$288	\$3,750
Ad Zone 5	\$288	\$3,750
Ad Zone 6	\$285	\$3,700
Ad Zone 7	\$277	\$3,600
Ad Zone 8	\$277	\$3,600
Ad Zone 9	\$250	\$3,250
Ad Zone 10	\$250	\$3,250
Ad Zone 11	\$250	\$3,250
Ad Zone 12	\$227	\$2,950
Sponsored News 1	\$212	\$2,750

BANNER | FLEX AD

A display ad format that allows your company to combine text, colors, and graphics into a unique sales message for committed buyers.

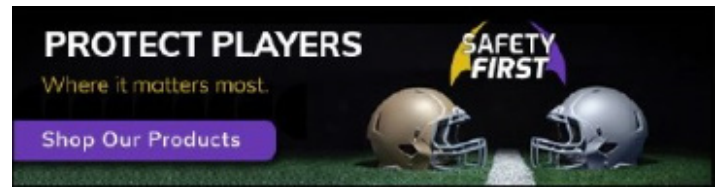
Image Dimensions: 780 x 202

File Type: JPEG

Max File Size: 40 kb

Resolution: 72 dpi

Clickthrough Link: One standard URL to a safe and secure (https) page on client's website.



VIDEO SHOWCASE | FLEX AD

This native ad will educate clients on the multiple benefits of your products, services, company solutions or industry expertise.

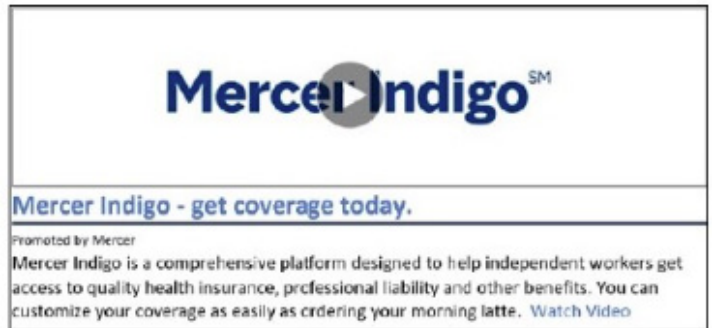
Image Dimensions: 780 x 202

File Type: PNG (must have a transparent background)

Max File Size: 40 kb

Resolution: 72 dpi

Headline and Description: 5-word max headline, 50-word description, and one standard URL to the client's website (the URLs can be the same or different)



PRODUCT SHOWCASE | FLEX AD

This is a native ad format that will educate clients on the multiple benefits of your products, services, company solutions or industry expertise.

Image Dimensions: 780 x 202

File Type: JPEG

Max File Size: 40 kb

Resolution: 72 dpi

Headline and Description: 5-word max headline, 50-word description, and one standard URL to the client's website (the URLs can be the same or different)



LEADERBOARD

The top spot in the News Brief is reserved for the leaderboard.

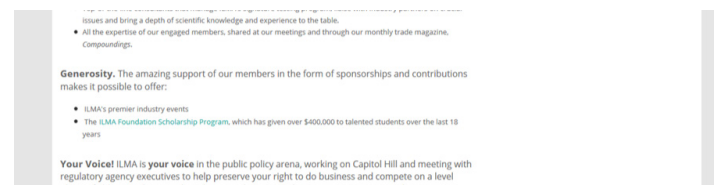
Image Dimensions: 780 x 202

File Type: JPEG

Max File Size: 40 kb

Resolution: 72 dpi

Clickthrough Link: One standard URL to a safe and secure (https) page on client's website.



SPONSORED CONTENT

This is a native ad format that allows for an image and multiple clickthrough buttons. This offers multiple options for engagement and can be used to educate clients on the multiple benefits of your products, services, company solutions or industry expertise. Sponsored Content ads are assembled from a combination of image and four unique CTA buttons.

Image Dimensions: 780 x 202

File Type: JPEG

Max File Size: 40 kb

Resolution: 72 dpi

Image URL: URL linking to the client's website

Button Clickthrough Links: Four standard URL's containing 5-7 words max each. URLs should link to a safe and secure landing page directly on the client's website (the URLs can be the same or different)



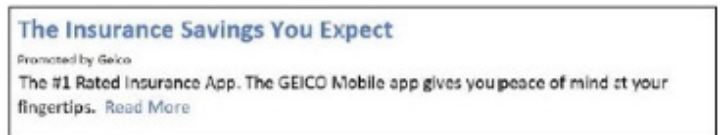
SPONSORED NEWS

Sponsored News is limited to 3 companies per brief and is located directly above the footer of the brief. This is a native ad format to promote special public relations announcements and is created with a logo, title, main copy and a CTA button.

Title: 5-word headline max

Content Text: 20-word description max

Clickthrough Link: One standard URL to a safe and secure (https) page on client's website.

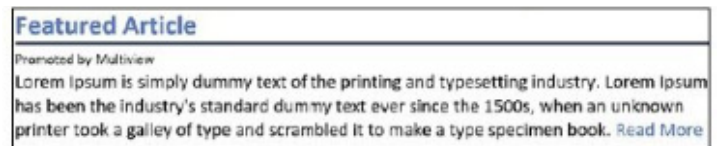


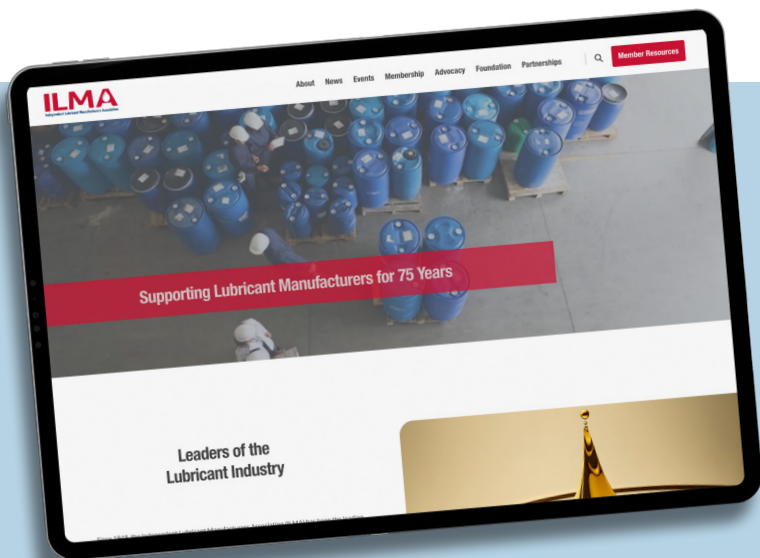
FEATURED ARTICLE | FLEX AD

This is a native ad format that allows for text based content and direct links to the client's website. This accommodates a flexible native ad that allows you to educate clients on the benefits of your product, service, company, solutions, as well as your industry expertise.

Headline and Description: 5-word max headline, 50-word description, and one standard URL to the client's website (the URLs can be the same or different)

Content Text: 75-word max with URL linking to the article of choice on a client's website.





ILMA WEBSITE ADVERTISING

Building your brand and reaching niche potential buyers in your industry is essential, but where should you start? We have the solution. Association websites are invaluable and trusted sources of information that your customers use to enhance their industry knowledge. By advertising with ILMA, you can directly engage with your audience. With our extensive network of partnerships, your brand can leverage the authority of ILMA, effectively reaching your target market of buyers and decision makers in a powerful way.

ILMA ASSOCIATION WEBSITE RETARGETING

After establishing your brand on ILMA's website, wouldn't you like to remain top-of-mind with potential buyers even after they leave? Our retargeting solution utilizes programmatic technology to display your ads while they browse their favorite news, entertainment, lifestyle, and business sites. With the right blend of creativity, technology, and campaign management, you'll reach more buyers more frequently.

SUPER LEADERBOARD CAMPAIGN

\$3,750/year (\$312.50/month)

This campaign consists of a 970x90 super leaderboard ad on the homepage of, and nearly run-of-site on www.ilma.org

LEADERBOARD CAMPAIGN

\$3,250/year (\$270/month)

This 728x90px display ad on ILMA Engage or the ILMA Annual Meeting website allows your brand to stand out on the association's trusted conference webpage. With hundreds of attendees from the lubricants industry frequently visiting the site, there is no better way to reach the right buyers.

WEBSITE RETARGETING

\$4,950 - 250,000 impressions - 3 months

\$9,000 - 500,000 impressions - 6 months

\$16,000 - 1,000,000 impressions - 12 months

Reach thousands of lubricant manufacturers with billions of dollars in annual spend by retargeting. Your message reaches association site visitors across the web through custom creative that delivers impactful messaging. Our insightful reporting gives you confidence in your campaign and optimization ensures your ads are seen on mobile devices. Another option is to retarget your own site visitors to enhance your campaign.

Image Dimensions:

160 x 600

300 x 50

300 x 250

300 x 600

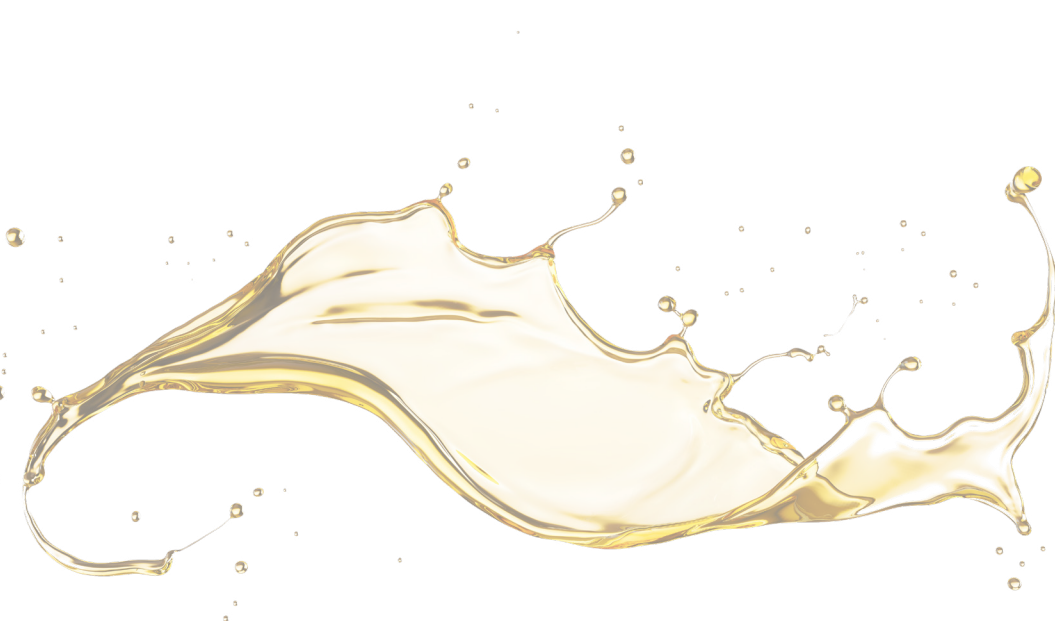
320 x 50

336 x 280

728 x 90

768 x 1024

1024 x 768



CONTACT US

Tima Good

tgood@ilma.org

717.881.4881





AD SUBMISSION REQUIREMENTS

Send ad materials to: tgood@ILMA.org

All advertisers are subject to review and publisher's advertising policies. Necessary alterations are the responsibility of and at the expense of the advertiser. All materials must be submitted in accordance with the published deadlines and meet the criteria stated in the advertising policy.

AD SUBMISSION INFORMATION

PRINT REQUIREMENTS AND FORMATTING

- A high-resolution PDF/X-1a file is required for all ads.
- Colors must be CMYK.
- Resolution of all photography and scanned illustrations must be at least 300 dpi. Line art should be 600 dpi.
- Vital copy and images must be at least 1/8" away from trim. Spread ads must have at least 3/8" total gutter.
- Materials should be submitted without crop marks, but full-page ads should include the required 1/8" bleed.
- All fonts used must be embedded in the PDF file.
- Using the bold, italic, or other style keys is not encouraged. Please use the bold or italic version of the font (For example, instead of making Adobe® Garamond bold with the style key, use the actual font for Adobe® Garamond Bold).
- Flatten all layers and set transparency to the highest setting.
- Ads must be suitable to print as-is. The association is not responsible for any errors in content.
- Materials that do not meet the stated advertising specifications will be rejected and not used.
- Necessary alterations are the responsibility of and at the expense of the advertiser. All materials must be submitted in accordance with the published deadlines and meet the criteria stated in the advertising policy.

TERMS & CONDITIONS

All advertisements are subject to the approval of the Publisher. Advertiser indemnifies Visual Impact Group and the Independent Lubricant Manufacturers Association (ILMA) against losses or liabilities arising from this advertising. Visual Impact Group assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Full payment is due in 30 days upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$30.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/or agency agrees to repay Visual Impact Group any discounts granted on multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are noncancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). Visual Impact Group is not responsible for errors if a hard copy proof is not submitted with the electronic file.