

2023 Online Advertising Rates & Specifications

Aluminum Bulletin Newsletter Ad - \$450/issue

The Aluminum Bulletin is a newsletter published twice monthly and emailed to over 5,600 subscribers in the aluminum industry from around the world. Ads are available at size 600x100 pixels. Email for more information: rose@lightmetalage.com.

The *Light Metal Age (LMA)* website reaches 13,000 visitors per month on average, with over 23,600 page views per month.

LightMetalAge.com provides a portal to news, industry events, market data, and other resources.

Home Page Ads

1. Sidebar Banner - Square

300 pixels wide x 250 pixels tall
\$375/month*
Run of the Site - Maximum of 12 sponsors in rotation.

2. Beltway

970 pixels wide x 250 pixels tall
Homepage
\$400/month*
Homepage - Maximum of 3 sponsors in rotation.

3. Baseboard

728 pixels wide x 90 pixels tall (max)
\$300/month*
Run of the Site - Maximum of 3 sponsors in rotation.

Article Page Ads

Ad spaces are available at the bottom of every article/news post.
300 pixels wide x 250 pixels tall
\$175/month*
Maximum of 6 sponsors in rotation.

Supplier Directory Profiles

4. Premium Listing

\$2000/year (up to 12 companies), \$1500/year for full-time advertisers – Company is fully featured on the homepage and at the top of every Directory page. In addition to receiving an enhanced profile with detailed company information, including photos, videos, and featured company products and services.

5. Highlighted Listing

\$350/year – Company is listed on the homepage in addition to having their logo and a 150-word description included on their profile.

*Frequency discounts available.

All rates are net. Payment is required in advance. 5% discount offered for full year paid in advance.

Formats: jpg, gif, and png image formats (animation is acceptable).

