

# 2026 Online Advertising Rates & Specifications

## Aluminum Bulletin Newsletter Ad - \$450/issue

The Aluminum Bulletin is a newsletter published twice monthly and emailed to over 4,700 subscribers in the aluminum industry from around the world. Ads are available at a size of 600x100 pixels.

### Featured Supplier in newsletter

\$300 per newsletter issue. Free for full time print or newsletter advertisers.

Email for more information: [rose@lightmetallage.com](mailto:rose@lightmetallage.com).

The *Light Metal Age (LMA)* website reaches up to 17,000 visitors per month, and nearly 27,000 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 **\$450/month\***  
Run of the Site - Five positions, ads may rotate positions.

### 2. Beltway

970 pixels wide x 250 pixels tall **\$400/month\***  
Homepage only - 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 **\$200/month\***  
Maximum of 6 sponsors in rotation.

## Supplier Directory Profiles

### 4. Premium Listing

\$2060/year (up to 12 companies) – 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.

### 6. Featured Events

\$200 – Appears on home page and at top of events page.

\*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 (gif animation is acceptable).

The screenshot displays the Light Metal Age website with several ad placements marked by numbered circles 1 through 6:

- 1. Sidebar Banner - Square:** Located on the right side of the homepage, showing a 300 x 250 pixel ad size.
- 2. Beltway:** A large horizontal ad space at the top of the homepage, showing a 970 x 250 pixel ad size.
- 3. Baseboard:** A horizontal ad space at the bottom of the homepage, showing a 728 x 90 pixel ad size.
- 4. Premium Listing:** Located in the Supplier Directory section, showing a company profile with a large image and text.
- 5. Highlighted Listing:** Located in the Supplier Directory section, showing a company profile with a smaller image and text.
- 6. Featured Events:** Located at the bottom of the homepage, showing a section for upcoming events.