2027 Online Advertising Rates & Specifications

Aluminum Bulletin Newsletter Ad - $450/issue
The Aluminum Bulletin is a newsletter published twice monthly and emailed to over 4,400 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@lightmetalage.com.

The *Light Metal Age* (*LMA)* website reaches approximately 26,500 visitors per month, and 28,400 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

300 pixels wide x 250 pixels tall $200/month*
Ad spaces are available at the bottom of every article/ news post.
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
250 pixels wide x 231pixels tall $200/month*
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).

