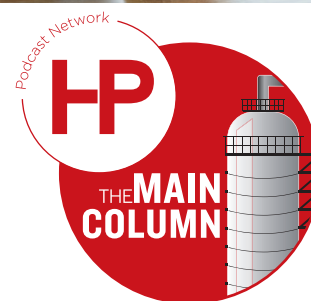


# HYDROCARBON PROCESSING® PODCASTS



## Get inside the Head of the HPI Decision-Maker with



Grab the full attention of difficult to reach engineers and managers in the downstream industry with *Hydrocarbon Processing's* "The Main Column" podcast series.

With over 20,000 podcast downloads per month, *Hydrocarbon Processing* offers sponsorships of our editorial content, as well as your sponsored content. Podcast listener engagement is high, and their recall and purchase intent of advertised brands increase significantly.

### TWO WAYS TO PARTICIPATE IN THIS NEW MARKETING CHANNEL:

#### SPONSORED CONTENT:

Your case study, product or application can be presented in 20 minutes or less. Just send us the text for our editors to read or an audio file.

**Cost: \$3,000 per podcast**

#### HP EDITORIAL CONTENT:

A brief 20-second text read by our editors and your company's logo featured on our landing page.

**Cost: \$5,000 per month (3 month minimum)**

Either way, we produce and promote the podcast recognizing the sponsors to our audience of over 70,000 website users plus our 29,000 e-newsletter readers.

#### GET STARTED!

Please contact your local representative or Catherine Watkins, Vice President & Publisher, *Hydrocarbon Processing*, at [Catherine.Watkins@HydrocarbonProcessing.com](mailto:Catherine.Watkins@HydrocarbonProcessing.com).

Ignoring visual ads—whether on TV or digital media—is second-nature to most consumers these days. On the other hand, **audio ads**, especially those **read by trusted and endeared podcast hosts**, are *interesting and memorable*.



67% of listeners can recall the item advertised on their podcast,

and



61% actually made a purchase after learning about a product on a podcast.

**Podcast ads**, when done right, are **simply more engaging and effective**.

Source: MediaRadar

NEED MORE INFORMATION?



[HydrocarbonProcessing.com/Podcasts](http://HydrocarbonProcessing.com/Podcasts)

**YES.** I want to participate in the *Hydrocarbon Processing* Podcast

**SPONSORED CONTENT**

\$3,000 net per podcast

**HP EDITORIAL CONTENT SPONSORSHIP**

\$5,000 net per month (3 month minimum)

Company or agency name: \_\_\_\_\_

I understand that *Hydrocarbon Processing* will bill (  my company ) (  my agency ) upon deployment.

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

ZIP \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Agency Name (if different from above) \_\_\_\_\_ Phone \_\_\_\_\_