



# HYDROCARBON PROCESSING®

## Single Sponsored Webcasts

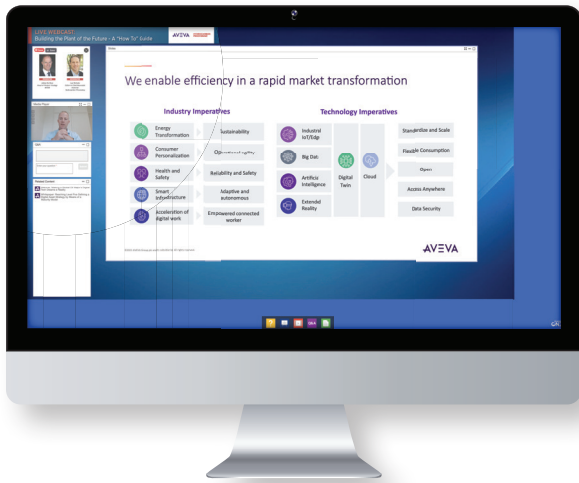
*Hydrocarbon Processing* offers you the opportunity to interact directly with your customers and prospects on timely and important topics. Establish thought leadership and put your company in front of our global audience through a single-sponsored webcast.

A *Hydrocarbon Processing* webcast is an engaging and measurable way to educate qualified oil and gas professionals about your company's product and services, promote your brand and generate sales leads.



Gulf Energy<sup>®</sup>

# SINGLE-SPONSORED WEBCAST PROGRAM DESCRIPTION



## The webcast:

Single-sponsored webcasts generally consist of an introduction by the moderator, a 45-minute presentation by the speaker(s) and a 10-minute Q&A session.

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Sponsors provide the Powerpoint presentation.

## Cost of program:

**\$21,600 per single-sponsor webcast**

Rescheduling or cancelling webcasts within 6 weeks of the scheduled presentation will result in a rescheduling or cancellation fee of up to 50% of program cost.

## Webcast process:

The process for planning, production and completion of each webcast involves:

1. Topic selection and summary of presentation
2. Securing of speaker(s)
3. Reservation of live date with speaker(s)
4. Build/design of registration form
5. Half-page advertisement in *Hydrocarbon Processing*
6. Web banners on HydrocarbonProcessing.com/ e-newsletters
7. Email campaigns to target audiences
8. Finalization of presentations and practice
9. Live webcast event
10. Submission of registrant list to sponsor
11. Archive of webcast
12. Social media campaign (additional fee)

Please allow 6–8 weeks for this process in order to adequately promote and prepare the webcast.

# WEBCAST TIMELINE

## Book webcast

### 6–8 Weeks Before Live Webcast:

- ❑ Sponsor confirms webcast title and date and time

#### Provided by Sponsor:

- ❑ 100-word overview
- ❑ Speakers' name, biographical sketches and headshots (2in. x 2in., 300DPI in JPEG)
- ❑ Company logo in vector EPS format
- ❑ Three questions to include on the registration page (optional)

### 5 Weeks Before Live Webcast:

- ❑ 1/2-page print ad to run in the next issue of *Hydrocarbon Processing* highlighting Live webcast

### 3–4 Weeks Before Live Webcast:

- ❑ Registration page is built by *Hydrocarbon Processing*
- ❑ *Hydrocarbon Processing* creates banner ads to run on HydrocarbonProcessing.com and in weekly e-newsletters promoting the webcast

### 2 Weeks Before Live Webcast:

- ❑ Targeted email blasts are sent to *Hydrocarbon Processing's* subscriber list (up to 2-3 e-blasts)

### 1–2 Weeks Before Live Webcast:

- ❑ Call-in numbers provided to Sponsor and to speakers

#### Provided by Sponsor:

- ❑ Slides for 30-45 minute presentation

### 1 Week Before Live Webcast:

- ❑ Full dry-run with moderator and speaker(s)

## Live webcast

### After the Webcast:

- ❑ Webcast is archived on Hydrocarbon Processing.com/Webcasts for 12 months and is available on-demand. Sponsor is provided with all registrants' information during the 12-month period.
- ❑ Sponsor is also provided with an MP4 of the event.

# Let's get started

Reach qualified oil and gas professionals throughout the world. A *Hydrocarbon Processing* webcast provides you with a powerful platform to take a leadership position on an important topic or showcase your products and services to qualified oil and gas professionals across the globe.

- Webcasts are promoted to:
  - Magazine: 24,420<sup>1</sup> subscribers
  - E-Newsletter Reach: 26,625<sup>1</sup>
  - Website Traffic: 65,908<sup>1</sup> monthly users
  - Eblast Distribution: 43,373<sup>2</sup> readers

<sup>1</sup>Hydrocarbon Processing, BPA Report, June 2021 Statement. Total circulation of 24,420 consists of 10,884 print copies and 13,536 digital copies. *Hydrocarbon Processing* uses the BPA Worldwide audit service to ensure the accuracy and quality of our circulation numbers. This third-party service enables our advertisers to verify that we are truly delivering the market they are targeting.

<sup>2</sup>Publisher's own data, as of July 2021.

**66%** Conversion Rate  
(registrant to attendee)<sup>2</sup>






Average Leads Range: **180-800**  
per webcast<sup>2</sup>

Begin your dialogue with your customers and prospects. For additional information and to schedule your webcast, please contact your *Hydrocarbon Processing* representative or Catherine Watkins, Vice President & Publisher, Hydrocarbon Processing, at Catherine.Watkins@HydrocarbonProcessing.com.

NEED MORE INFORMATION?



## Recent webcasts include...

<p><i>Mechanical Integrity in the Era of Analytics</i></p> <p>April 20, 2021 <b>480 registrants<sup>2</sup></b></p> 	<p><i>Hydrocarbon Processing's Industry Market Outlook: 2021 Update</i></p> <p>June 17, 2021 <b>524 registrants<sup>2</sup></b></p> 
<p><i>Corrosion Prediction and Material Selection for Crude Corrosivity Applications</i></p> <p>May 18, 2021 <b>509 registrants<sup>2</sup></b></p> 	<p><i>CO<sub>2</sub> Emission Reductions &amp; Carbon Capture</i></p> <p>June 23, 2021 <b>1,041 registrants<sup>2</sup></b></p> 
<p><i>Fundamentals of Sealing Heat Exchangers and Pipe Flanges</i></p> <p>June 10, 2021 <b>528 registrants<sup>2</sup></b></p> 	<p><i>Principles of Liquid Sampling</i></p> <p>July 28, 2021 <b>416 registrants<sup>2</sup></b></p> 