

HydrocarbonProcessing.com

HYDROCARBON PROCESSING®

2016 Media Planner



18,427

Recipients at Refining,
Eng./Construction,
Consultants¹

48,000

E-Newsletter
Circulation³

50,900

Unique Web
Visitors⁴

94 Years

of Service to the
Global HPI

30,184

Total
Subscribers¹

Dear Oil and Gas Marketer,

Since 1922, *Hydrocarbon Processing* has been an essential source of leading-edge technical, operating and market trends information for the global refining, petrochemical, gas processing and LNG industries. Today, through its monthly magazine, website, e-newsletters, events and data products, *Hydrocarbon Processing's* reach is broader and more impactful than ever before.

We take pride in our editorial integrity and in being a valuable and trusted resource to hydrocarbon processing industry (HPI) professionals. *Hydrocarbon Processing's* in-depth technical articles, reference materials, data products and events are utilized by engineers and management throughout the world.

A Global Community of Influential HPI Decision-Makers

Hydrocarbon Processing provides advertisers maximum reach to HPI decision-makers. Engineers, company officials, managers and other HPI professionals rely on *Hydrocarbon Processing* for information they use to improve their companies' operations and their own professional skills. No other monthly publication provides access to such a highly influential segment of decision-makers, who are actively involved in charting the course of the refining, petrochemical, gas processing and LNG industries.

Build Your Brand, Generate Leads, and Maximize ROI

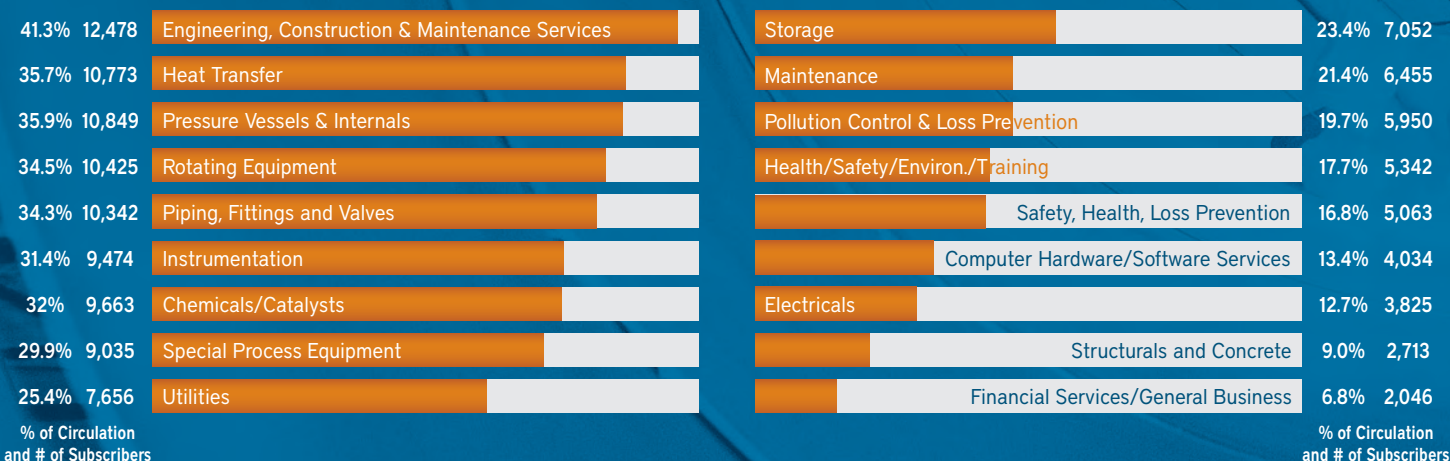
Hydrocarbon Processing provides access to a global network of professionals engaged in designing, engineering, constructing, managing, operating and maintaining HPI plants. *Hydrocarbon Processing* subscribers, web visitors and event attendees have unrivaled purchasing power, and are responsible for the purchasing of equipment, materials and services.² We encourage you to create an integrated marketing campaign and maximize your ROI when you leverage the many print, online, data products and events that *Hydrocarbon Processing* offers.

We look forward to helping you create a successful, integrated marketing strategy that meets your objectives and exceeds your expectations!



Bret Ronk, Vice President Downstream and Midstream
Hydrocarbon Processing

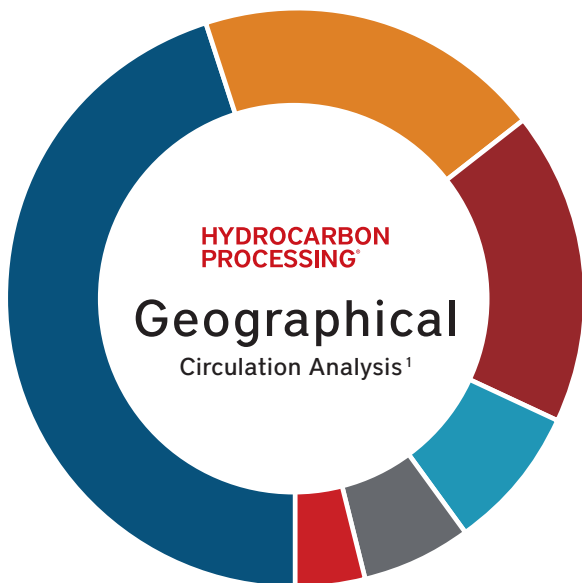
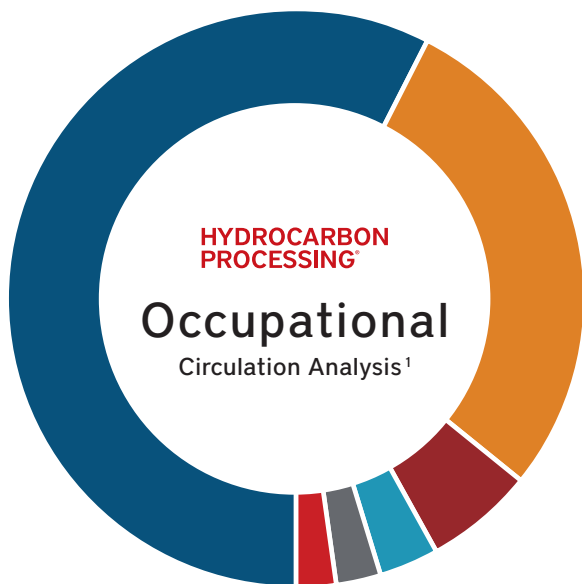
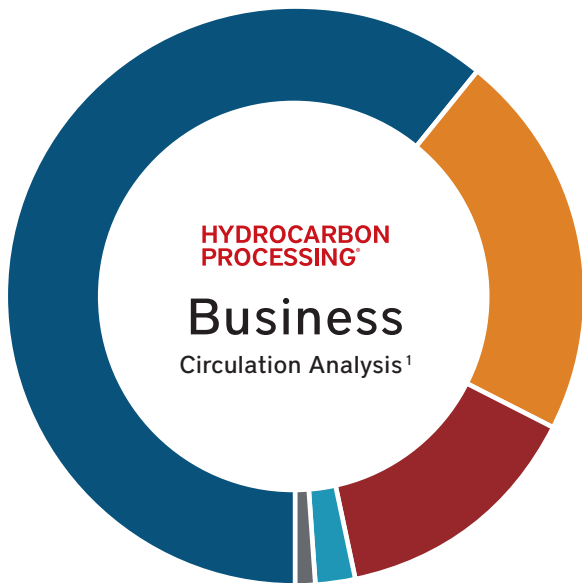
Purchasing Power of Subscribers²



¹BPA Worldwide, June 2015 Statement. Total circulation of 30,184 consists of 16,965 print copies and 13,219 digital copies.

²Source: Publisher's own data. Data supplied by each subscriber on application for subscription, June 2015. Respondents are involved in one or more purchasing areas.

³Publisher's Statement: Data is supplied by Pardot, email management system, average from August 2015. / ⁴Google Analytics: Six-month rolling average March-August 2015. Subject to change.



30,184¹
Circulation
Analysis Total

“

Hydrocarbon Processing is very important to me. I've used it as a reference throughout my 30-year career.²

”



¹BPA Worldwide, June 2015 Statement. Total circulation of 30,184 consists of 16,965 print copies and 13,219 digital copies. *Hydrocarbon Processing* uses the BPA Worldwide audit service to ensure the accuracy and quality of our circulation numbers. Each year, we open our records to BPA auditors, who examine the circulation files to make sure they are correct and current.

BPA Worldwide is an independent, not-for-profit organization that audits the circulation of business publications like *Hydrocarbon Processing*. Each year, we open our records to BPA auditors, who examine the circulation files to make sure they are correct and current.

A copy of our latest BPA Worldwide circulation statement is available at your request. If you want more information about our audit, contact your *Hydrocarbon Processing* advertising sales representative or BPA Worldwide at +1 (203) 447-2800.

²Signet Readership study, March 2015, *Hydrocarbon Processing*.

A Commitment to Editorial Excellence



Bret Ronk
V. P. Downstream
and Midstream,
Gulf Publishing
Company

- Areas of responsibility: *Hydrocarbon Processing* magazine, HydrocarbonProcessing.com, *Gas Processing*, GasProcessingNews.com, events, ancillary print and digital products
- More than 25 years of publishing industry experience, including executive positions at McGraw-Hill Publishing, Reed Publishing and Avid Ratings
- BA degree in psychology from Indiana University and an MBA from the University of Dallas



Pramod Kulkarni
Editor-In-Chief

- Areas of responsibility: Oversees content for *World Oil*, *Hydrocarbon Processing* and *Gas Processing* magazines, websites and e-newsletters
- More than 30 years of experience in writing and editing focused on oil and gas
- BS degree in electrical engineering from Utah State University, an MA in journalism from the University of Iowa and an MBA from the University of Houston
- Member of SPE SEG, AAPG and EAGE



Lee Nichols
Editor/Associate
Publisher

- Areas of responsibility: all content in *Hydrocarbon Processing* magazine, HydrocarbonProcessing.com, the *Hydrocarbon Processing* Construction Boxscore Database and the *HPI Market Data* book.
- Previously was Director of Gulf Publishing Company's Data Division and managed all data content and sales, including corporate access programs to *Hydrocarbon Processing* and *World Oil*, Boxscore Database and upstream/downstream industry data reports
- BS degree in Journalism, Texas A&M University



Adrienne M. Blume
Executive Editor

- Areas of responsibility: natural gas processing, LNG, GTL, NGL
- Previously worked as Managing Editor at *Hydrocarbon Publishing Company*
- MA degree in English and Publishing, Rosemont College; BA degrees in English and Anthropology, Webster University



Mike Rhodes
Managing Editor

- Areas of responsibility: print and web editorial, 'show daily' newspapers for industry conferences, coverage of natural gas and LNG, gas processing
- Previously worked as managing editor at Diesel & Gas Turbine Publications
- BS in Journalism/Public Relations, minor in Technical Writing, Eastern Washington University



Ben DuBose
Online Editor

- Areas of responsibility: All daily HydrocarbonProcessing.com news content, e-newsletter program, HP Informer blog, HP polls, social media, petrochemicals coverage
- Previously worked as a reporter for industry publication ICIS and as a copyeditor for Dallas Morning News
- MA in journalism, University of Missouri; BA in communications and political science, Lamar University



Heinz P. Bloch
Reliability/
Equipment Editor

- Areas of responsibility: *Hydrocarbon Processing* Reliability column, maintenance and reliability coverage
- More than 52 years of HPI experience and a registered professional engineer
- Holds seven US patents; authored over 540 technical papers and 18 books
- For 25 years, was an Exxon Chemical Co. machinery specialist
- BS and MS degrees in mechanical engineering



William M. Goble
Contributing
Editor

- More than 32 years of experience in information systems
- Principal partner with exida.com, a consulting training and support company for safety-critical and high-availability process information
- BS degree from Penn State, an MS degree from Villanova and a PhD from Eindhoven University of Technology in Eindhoven, Netherlands

Hydrocarbon Processing 2016 Supplements

March: New in Catalysts

The HPI is the single largest industrial market for catalyst consumption. Advanced catalysts, and innovative materials and methods to construct catalysts, are redefining the HPI and creating new consumer products. Catalyst technologies offer the ability to tailor-make specific products for everyday life, especially next-generation polymers for consumer goods and more.

May: Terminals and Storage

The planning and construction of liquefied natural gas (LNG) terminals are key drivers in opening up new energy markets and more efficiently meeting growing demand for fuels and energy. This supplement will focus on locating new opportunities in the global HPI, as well as on the impact of safety and environmental regulations for facilities as emissions standards, safety and environmental performance compliance are mandated for all industry participants.

September: Advances in Turbomachinery

Turbomachinery includes rotating equipment that compresses and moves fluids (gases or liquids). Compressors, turbines and pumps are all considered turbomachinery, and all are commonly used in HPI facilities. Proper maintenance and design of critical equipment in the process train are required.

October: Advances in Sulfur Management

Sulfur is a naturally occurring element found in all hydrocarbons; unfortunately, it is also considered a contaminant and a poison to catalyst systems used in the HPI. Global legislation calling for cleaner fuels requires processing to effectively yield sulfur-free fuels. Climate change and carbon-management policies will affect the types of transportation fuels processed and the way refineries and gas processing plants operate.

December: Engineering and Construction

Specifically designed for engineers, managers and design professionals actively planning and managing major engineering and construction (E&C) projects, this supplement covers the technological advances and developments related to supply-chain management, turnaround planning, construction, engineering, procurement and more.



2016 Editorial Calendar

January	February	March	April	May	June
Ad Closing: Dec. 5 Art Due: Dec. 10	Ad Closing: Jan. 5 Art Due: Jan. 10	Ad Closing: Feb. 5 Art Due: Feb. 10	Ad Closing: Mar. 5 Art Due: Mar. 10	Ad Closing: April 5 Art Due: April 10	Ad Closing: May 5 Art Due: May 10

Special Report	LNG, NGL and Alternative Feedstocks	Clean Fuels	Corrosion Control	Petrochemical Developments	Maintenance and Reliability	Process/Plant Optimization
Regular Features	Process control and instrumentation Process engineering and optimization Heat transfer Catalysts	Process engineering and optimization Maintenance and reliability Water management Environment and safety	Process control and instrumentation Rotating equipment Maintenance and reliability Catalysts	Process engineering and optimization Heat transfer Environment and safety	Process control and instrumentation Heat transfer Rotating equipment Water management	Process control and instrumentation Process engineering and optimization Maintenance and reliability Catalysts
Special Topics	Industry Leaders Forecast 2016			HPI Market Data Forecast Update		
Regional Reports	Russia	US/Canada	Mexico/Central America	Africa	Middle East	Southeast Asia
Supplements			New in Catalysts		Terminals and Storage	
Bonus Distribution		ARC Manufacturing Forum CIPPE Beijing	NACE Corrosion 2016 AFPM Annual Meeting AFPM International Petrochemical Conference Energy Construction Forum Global Refining and Petrochemical Show	Hydrocarbon Processing's International Refining and Petrochemical Conference (IRPC) 2016 & 2nd Annual Top Projects Awards API Spring Refining Meeting	Hydrocarbon Processing's International Refining and Petrochemical Conference (IRPC) 2016 and 2nd Annual Top Projects Awards Offshore Technology Conference AFPM Reliability and Maintenance International Liquid Terminals Association	Global Petroleum Show
Ad Effectiveness Survey Issue		United States				
Webcasts	2016 Annual Forecast		Boxscore construction activity	Reliability and maintenance		

July	August	September	October	November	December
Ad Closing: June 5 Art Due: June 10	Ad Closing: July 5 Art Due: July 10	Ad Closing: Aug. 5 Art Due: Aug. 10	Ad Closing: Sept. 5 Art Due: Sept. 10	Ad Closing: Oct. 5 Art Due: Oct. 10	Ad Closing: Nov. 5 Art Due: Nov. 10
Refinery of the Future	Fluid Flow and Rotating Equipment	Refining Technology Developments	Process Control and Information Systems	Plant Safety and Environment	Plant Design, Engineering and Construction
Process engineering and optimization	Process control and instrumentation	Process engineering and optimization	Process control and instrumentation	Process control and instrumentation	Process control and instrumentation
Rotating equipment	Heat transfer	Heat transfer	Process engineering and optimization	Rotating equipment	Process engineering and optimization
Catalysts	Maintenance and reliability	Catalysts	Maintenance and reliability	Water management	Heat transfer
Water management		Environment and safety	Catalysts	Environment and safety	Maintenance and reliability
Environment and safety					
LNG					Top 5 projects in the HPI
Northeast Asia	India	China	South America	Eastern Europe/CIS	Western Europe
		Advances in turbomachinery	Advances in sulfur management		Engineering and construction
	Turbomachinery/Pump Symposium	AFPM Q&A and Technology Forum Turbomachinery/Pump Symposium API Fall Refining Meeting	Gulf Publishing Company's Women's Global Leadership Conference in Energy AFPM Q&A and Technology Forum Rio Oil & Gas 2016 Expo and Conference	ADIPEC 2016 2016 AIChE Annual Meeting Valve World	
Europe				United States	
Boxscore construction activity		Reliability and maintenance			

*subject to change

Show Newspapers

Hydrocarbon Processing is the official publisher for these conference newspapers and show dailies, offering unrivaled access and exposure at these high-powered events.

114th AFPM Annual Meeting Conference Daily

March 13-15, 2016

Hilton San Francisco Union Square, San Francisco, CA

AFPM Q&A and Technology Forum Conference Daily

October 2016



Market Data and Directories

HPI Market Data

Produced by the editorial staff of *Hydrocarbon Processing* and including exclusive data provided by governments and private organizations, HPI Market Data is a trusted forecast of capital, maintenance and operating expenditures for the petrochemical, refining and natural gas/LNG industries. For more information, visit GulfPub.com/HPIMDB.

US Gas Processing Plant Directory

The US Gas Processing Plant Directory is a comprehensive list of all natural gas processing plants in the US. This includes natural gas processing, cryogenic and fractionation. Gulfpub.com/GPPD

Hydrocarbon Processing's Construction Boxscore Database

Hydrocarbon Processing's Construction Boxscore Database is an indispensable resource for tracking active construction projects for the global refining, petrochemical, natural gas and LNG industries. For more than 60 years, HPI engineers, contractors and marketers have depended on the Boxscore Database for comprehensive data for lead generation, market research, trend analysis and planning. Contact information for key personnel is available to existing subscribers for most projects. ConstructionBoxscore.com.

Hydrocarbon Processing's Corporate Access Program

A *HydrocarbonProcessing.com* corporate access program is an effective way to provide your company access to *Hydrocarbon Processing's* decades worth of articles, analysis and data. Corporate access programs are a powerful online resource that allows your

company full access to *Hydrocarbon Processing's* past issues, articles, industry news, data, processing handbooks (Refining, Petrochemical and Gas Processing) and the *Hydrocarbon Processing* Construction Boxscore Database.



Gulf Publishing Company data products and corporate access program can be customized to meet your needs. For more information on *Hydrocarbon Processing* Data Products and Corporate Access Programs, contact J'Nette Davis-Nichols at +1 (713) 520-4426 or E-mail Jnette.Davis-Nichols@GulfPub.com.

Gulf Publishing Company and *Hydrocarbon Processing* Events

Our events provide unique sponsorship and exhibit opportunities, where you can meet face-to-face with your global customers and prospects in a thought-provoking, collaborative environment. Numerous sponsorship opportunities are available and can even be customized to fit your specific needs.

For information about sponsoring or exhibiting, contact Bret.Ronk@HydrocarbonProcessing.com.

For information about speaking opportunities, contact Melissa.Smith@GulfPub.com or Megan.Roiz@Gulfpub.com



1-2 March 2016 / Galveston, TX – Moody Gardens

Energy Construction Forum (ECF) is a unique and timely gathering covering all phases of major expansions and new construction projects, with a focus on the challenges and solutions facing the industry today. ECF is the only event that brings together all of the key stakeholders in the rapidly growing energy projects and construction marketplace. EnergyConstructionForum.com



April 4-6, 2016 / Houston, TX

The inaugural O&G Supply Chain Forum will cover all sectors of the oil and gas supply chain – upstream, midstream and downstream – and the challenges and issues that are specific to each. Attendees will learn to maximize efficiencies, mine savings opportunities and reduce their environmental impact. The event will feature a one-day workshop, a two-day technical conference, and an exhibit floor. OGsupplyChain.com



June 7-8, 2016 / Milan, Italy

International Refining and Petrochemical Conference (IRPC) is now in its seventh year, and the 2016 conference and exhibition will provide a high-level business and technical forum in which key players in the global petrochemical and refinery sectors will meet to share knowledge and network. The event will feature a two-day technical conference as well as an exhibit floor. HPIRPC.com

Petrochemical Technology Conference

July 2016 / Houston, TX

The inaugural Petrochemical Technology Conference will feature a two-day technical conference as well as an exhibit floor. Topics to be discussed include: plant sustainability, energy policy, profitability, effluent management, gas treatment technologies, rotating equipment, petrochemical integration, bio-based petrochemicals, maintenance and reliability.



July 2016 / Aberdeen, Scotland

To be held in Europe for the first time, the 13th iteration of the Women's Global Leadership Conference in Energy (WGLC) will focus on key industry-related issues like exploration, health/safety/environment, and economics, as well as professional development issues specific to women's leadership in oil and gas. WGLConference.com/Europe



August 2-3, 2016 / Houston, TX

The fourth annual GTL Technology Forum will cover the technological and operational advancements in GTL processes that are reducing costs, driving market growth and increasing global activity. GTLTechForum.com



September 13-14, 2016 / Houston, TX

The second GasPro Americas will cover natural gas technologies and markets in the Americas. The two-day technology conference will focus on exploring the latest trends, opportunities and challenges in the natural gas sector. GasProcessingConference.com



November 1-2, 2016 / Houston, TX – Hyatt Downtown

Now in its 14th iteration, the Women's Global Leadership Conference in Energy (WGLC) is one of the largest women's events in the industry, and the only one that focuses on discussing key industry-related issues like exploration, health/safety/environment, and economics, as well as professional development issues specific to women's leadership in oil and gas. WGLConference.com

LEADERBOARD (728X90)

PAGEPEEL

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Maintenance & Reliability | Process Control & Instrumentation | Heat Transfer | Process Engineering | Project Management & Safety | Petrochemicals | Gas Processing & LNG | Refining | Rotating Equipment | Mobile

You are here: Home

LATEST NEWS

Albemarle, JCL to form new venture on polymeric flame retardants
08.29.2014

Besse Oil to repair Purvoo refinery hydrogen unit
08.29.2014

Study: Global methanol demand to rise 80% in decade, led by China
08.29.2014

BASF opens construction chemicals plant in Kenya
08.29.2014

BP confirms explosion, fire at Whiting refinery as production continues
08.29.2014

Total to cut French refining capacity on low demand
08.29.2014

More Latest News
For upstream news, visit WorldOil.com
For gas processing news, visit GasProcessingNews.com

FIXED MPU (336X280)

FEATURED COLUMN

Reliability Advances in gasket design making progress

MPU (336X280)

HPI WEBCASTS

Your Guide to Optimal Heat Exchanger Energy and Cooling Management
View or Demand

Programmable Logic Controller (PLC) - The Magic Black Box
October 1, 2014 11 am EDT, 10 am CDT

Hahn Bloch: Using Best Available Plant Design and Lubricant Protection Technologies
September 26, 2014 11 am EDT, 10 am CDT

COA's Technologies: Adding Value to Shale Oil and Gas Projects
September 22, 2014 11 am EDT, 10 am CDT

FEATURES

Innovative modeling of heavy crudes provides competitive advantages
Beck, R., Aspen Technology Inc., Burlington, Massachusetts; Alkhatib, D., Aspen Technology Inc., Burlington, Massachusetts; Yu, W., Aspen Technology Inc., Burlington, Massachusetts; Banerjee, S., Aspen Technology, Burlington, Massachusetts | 08.24.2014

The increase in heavy crude production, together with the diversity of heavy crude characteristics and sources leads to technical challenges in accurately predicting production and refining process performance.

Improve compressor reliability with advanced chemical treatments
Jain, R., Dorf Kist Chemicals, Dubai, UAE; Bhattacharya, S., Dorf Kist Chemicals, Mumbai, India; Vijayaraghavan, S., Dorf Kist Chemicals, Mumbai, India; Banerjee, K. D., Dorf Kist Chemicals, Houston, Texas; Subramanian, M., Dorf Kist Chemicals, Mumbai, India | 08.01.2014

Although many steel plants are making big investments in hardware and metallurgy to improve compressor performance and to extend run lengths, the reliability, efficiency and throughput capacity of the COC are still key influences on plant profitability.

Optimize plant reliability with operator-based maintenance programs
Fahm, D., Fluor Canada Ltd., St. John's, New Brunswick, Canada; Parker, M., Irving Oil Refining, G.P., Saint John's, New Brunswick, Canada | 08.01.2014

This case study demonstrates the potential maintenance-labor cost savings that can be obtained through the greater utilization of operations staff; such savings can justify OPM program investment.

HP FEATURED WHITEPAPERS

GSE SYSTEMS

El Caso del Entrenamiento Basado en Simulación en la Industria de Petróleo y Gas en América Latina.

FC Gas Intelligence

LPG Expert USA Market Whitepaper

SERVOMEX

Aspentech

The Fast and the Furious: Advanced Planning Delivers Optimum Results

SKYSCRAPER (160X600)

Engineers and designers are highly skilled individuals. Forcing them to enter design changes using tables, forms and spreadsheets is unproductive and uneconomical, and it increases the likelihood of human error—this is the way that most instrumentation software systems currently work. For too long, software vendors have denied engineers and designers the simple practicality of a graphical visual engineering interface with “drag and drop” capability and inbuilt intelligence, ensuring changes are automatically replicated into all the associated data and databases.

D. GIBSON, AVEVA

Online Products

HydrocarbonProcessing.com attracts more than 50,900¹ unique visitors each month, and is a premier daily destination for engineers and managers seeking operation and technical information to improve plant reliability, profitability, safety and end-product quality. *Hydrocarbon Processing* offers a number of digital advertising options, providing you with ways to increase your brand awareness, interact with customers and increase traffic to your website.

Display Advertising

Leaderboard, MPU and skyscraper positions are available on HydrocarbonProcessing.com, as are various rich media options like page peels, prestitials and video. HydrocarbonProcessing.com Channels allow you to further target your marketing message by displaying advertising on articles related only to a given subject area. See page 12 for pricing and details.

50,000

Unique Online
Visitors¹

105,000+

Visits¹

56%/44%

US/International¹

13,219

Digital
Recipients²

¹ Google Analytics: Six-month rolling average March–August 2015. Subject to change.

² BPA Worldwide, June 2014 Statement. Total circulation of 30,184 consists of 16,965 print copies and 13,219 digital copies.

Lead Generation and Keyword Advertising

Hydrocarbon Processing White Papers: *Hydrocarbon Processing* White Papers deliver targeted leads. The program includes a custom registration form on HydrocarbonProcessing.com leading to a white paper in PDF format. Leads are provided in excel format, and include email address, mailing address and phone number. White papers are posted on HydrocarbonProcessing.com's home page for one month and then archived on the site for one year. **White paper: \$4,950.**

Hydrocarbon Processing Keyword Advertising

Sponsoring specific keywords, and having each keyword link to a pop-up message or a custom-built micro site, is a uniquely effective way to reach your audience with relevant, timely content. Contact your representative for pricing and more information.

Hydrocarbon Processing webcasts are an effective way to engage your prospects and customers.

Multi-sponsored Webcasts include a company logo on promotion and presentation material, including a 1/2-page advertisement in *Hydrocarbon Processing* magazine, one question to be included on the registration form, a short company description to be read during the introduction of the webcast, and receipt of all leads in Excel format. **Multi-sponsor webcast: \$5,400.**

Single-sponsored Webcasts allow advertisers to establish brand leadership through their selection of speakers and presentation materials. A *Hydrocarbon Processing* editor is available to moderate and collaborate on the webcast. Single-sponsor webcasts include a company logo on promotion and presentation materials, a custom question on the registration form, a short company description to be read during the introduction of the webcast and receipt of all leads in Excel format. **Single sponsor webcast: \$19,800.**

* NEW

Hydrocarbon Processing TechTalk: TechTalk enables sponsors to create content and post it on *Hydrocarbon Processing* website, newsletters and social media channels. TechTalk is a truly effective way for marketers to connect directly with the *Hydrocarbon Processing* audience.



Hydrocarbon Processing 2016 E-newsletters

Hydrocarbon Processing e-newsletters reach more than 48,000¹ HPI professionals and are a compelling way to advertise your product or service, announce a new technology, recruit future employees or pique interest in an upcoming event through an exclusive sponsorship or banner placement.

HP News Brief

Delivered daily from Monday through Thursday of each week, the HP News Brief collects important news of the day from hundreds of sources and collates it into a digestible format so that readers can stay up to date with the latest news and developments in the HPI. Each edition of the e-newsletter also features content from the current issue of *Hydrocarbon Processing* magazine, including articles and columns.

News Brief*

• Position 1.....	\$4,200
• Position 2.....	\$3,100
• Position 3.....	\$2,000
• Position 4.....	\$1,000
• Skyscraper.....	\$2,750

HP Informer

This weekly newsletter, distributed on Fridays, includes a recap of the most important news and trends in the HPI and references posts from the HP Informer Blog. **Informer: \$2,700.**

HP Special Focus

Custom, single-sponsor e-newsletters are also available for sponsors that want to associate their brand with quality *Hydrocarbon Processing* editorial content. We pair interested sponsors with editorial content from our archives that coincides with the function of the sponsor's organization. Recent e-newsletters of this type have included a special focus on piping, a special focus on automation and a special focus on heat transfer. **Special Focus: \$6,450.**

48,000
Daily
Distribution¹

Hydrocarbon Processing 2016 Online Rates

Run of Site

(Creative types: GIF, JPG/JPEG, PNG, Java Script, Third party tags, HTML; **File Size:** Max 100KB; **Maximum animation length:** 15 secs; **Max Video & Animation Frame Rate:** 24fps)

Pagepeel.....	\$5,995
Leaderboard* (728x90).....	\$3,980
Skyscraper* (160x600).....	\$2,750
MPU* (336x280).....	\$3,700
Fixed Placement MPU (Homepage only, 336x280).....	\$4,650

*Five rotations available.

Channels:

Roadblock*

Maintenance & Reliability.....	\$2,550
Process Control & Instrumentation.....	\$2,550
Heat Transfer.....	\$2,550
Process Engineering.....	\$2,550
Project Management.....	\$2,550
Environment & Safety.....	\$2,550
Petrochemicals.....	\$2,550
Gas Processing/LNG.....	\$2,550
Refining.....	\$2,550
Rotating Equipment.....	\$2,550

*Roadblocks include all available display advertisements in a specific section. They can be further customized to include white papers, podcasts and videos for a nominal fee.

Webcasts:

Multi-Sponsored.....Pricing starts at \$5,400

Materials due are: high-res company logo, 50-100 word company description, custom registration question.

Single-Sponsored.....Pricing starts at \$19,800

Materials due are: high-res company logo, high-res speaker photos, three custom questions for the registration form, presentation in PowerPoint format. Flash video or screen share is available; additional charges apply.

More Options:

Videos.....\$3,700

White Papers.....\$4,950

Contextual.....Please call for rates
Materials due are: high-res company logo, title of white paper, 100-word synopsis of white paper, white paper in PDF format. Optional: one custom question for the registration page.

E-newsletters:

Specs: vector logo, gif or jpg. Maximum file size of 50KB.

News Brief*

• Position 1 (600x120).....	\$4,200
• Position 2 (450x90).....	\$3,100
• Position 3 (450x90).....	\$2,000
• Position 4 (450x90).....	\$1,000
• Skyscraper (160x600).....	\$2,750

HP Informer**.....\$2,700

HP Special Focus.....\$6,450

*Distributed daily Monday through Thursday with the exception of weeks with holidays. **Distributed every Friday of each month.

The screenshot displays the Hydrocarbon Processing website interface. At the top, there's a navigation bar with links like 'Home', 'About Us', 'Advertise', 'Jobs', 'Rings', 'RSS', and 'Site License'. The main header area includes the site logo and a welcome message. Below this, the 'Process Control & Instrumentation' section is highlighted, featuring a large article about BASF's partnership with Apogee. To the right, there's a sidebar with 'Most read' and 'Most commented' articles, including topics like 'India may offer Iraq stakes in upcoming Indian Oil refinery in East India' and 'EU approves Nynas takeover of Shell's specialty oils refinery in Germany'. The bottom of the page contains a 'Featured Event' section for '2016 Petrochemicals Conference & Exhibition' and a 'Boyscore Database' link.

Print Magazine Rates

Issued September 1, 2015. Effective January 1, 2016.

1. General Rate Policy

If more or less space than specified is used within one year from date of first insertion, the rate will be adjusted to the earned rate published here. All rates quoted are in US dollars.

2. Commission and Cash Discount

Agency Commission: 15% of gross billing to recognized agencies on space, color, handling and backup charges. Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for monies due and payable to Publisher.

3. Issuance and Closing

Published 12 times each year in three editions. Worldwide Edition provides coverage of the hydrocarbon processing industry throughout the world. International Edition goes only to subscribers concerned with operations outside the USA. The USA/Canada Edition provides regional distribution. Issued the 1st of each month. Closing date for scheduling and printing material is the 5th of each month preceding issue.

4. General Advertising Rates and Space Units

a. Frequency Rates: Number of insertions in a 12-month period in the magazine and associated products determines frequency rate. Covers each ad, each page of a spread, each page of preprinted inserts and each insertion in an integrated frequency rate.

b. Schedule #66: Worldwide Edition Rates

2016 Four-Color Worldwide Rates

	1x	3x	6x	9x	12x	18x	24x	36x
1 PG	11,990	11,700	11,440	11,160	10,900	10,650	10,560	10,490
$\frac{1}{2}$ PG	9,455	9,255	9,055	8,850	8,665	8,475	8,390	8,360
$\frac{1}{4}$ PG	7,805	7,640	7,485	7,330	7,185	7,050	6,990	6,955
$\frac{1}{8}$ PG ISL	8,500	8,320	8,145	7,960	7,815	7,645	7,595	7,540
$\frac{1}{16}$ PG	6,165	6,050	5,950	5,840	5,750	5,650	5,615	5,575
$\frac{1}{32}$ PG	5,355	5,265	5,180	5,105	5,030	4,940	4,925	4,910

c. Schedule #28: USA/Canada Edition Rates

2016 Four-Color US/Canada Rates

	1x	3x	6x	9x	12x	18x	24x
1 PG	7,475	7,315	7,170	7,005	6,920	6,825	6,785
$\frac{1}{2}$ PG	5,095	5,000	4,925	4,840	4,795	4,740	4,705
$\frac{1}{4}$ PG ISL	5,690	5,605	5,525	5,445	5,395	5,335	5,300
$\frac{1}{8}$ PG	4,710	4,635	4,560	4,495	4,450	4,390	4,305
$\frac{1}{16}$ PG	3,975	3,960	3,910	3,855	3,820	3,790	3,720

d. Schedule #OUS50: Outside USA/Canada Edition Rates

2016 Four-Color Outside US/Canada Rates

	1x	3x	6x	9x	12x	18x	24x
1 PG	9,300	9,080	8,860	8,670	8,550	8,425	8,360
$\frac{1}{2}$ PG	6,090	5,975	5,900	5,750	5,675	5,615	5,580
$\frac{1}{4}$ PG ISL	6,695	6,575	6,450	6,360	6,295	6,210	6,175
$\frac{1}{8}$ PG	5,580	5,475	5,385	5,290	5,240	5,180	5,100
$\frac{1}{16}$ PG	4,575	4,520	4,440	4,380	4,345	4,300	4,270

For black & white rates, please contact your local sales representative.

5. Special Position

Positioning: For any guaranteed special position, such as facing editorial, there is a \$735 Worldwide Edition premium; and a \$605 International Edition and USA/Canada Edition premium, when available.

6. Cover Rates (Non-Cancelable)

a. Include 4/C process. Contact Publisher for additional charges if any other color is used.

b. Frequency Rates: Based on total number of full pages on contract.

2016 Cover Rates

	6 Pgs	9 Pgs	12 Pgs	24+ Pgs
Second Cover	12,605	12,335	12,060	11,735
Fourth Cover	12,605	12,335	12,060	11,735

* Other premium positions: + 25% of earned page rate.

7. Inserts

a. Standard Inserts: When furnished ready for binding, inserts take earned B&W rate plus a handling charge of \$1,135 Worldwide Edition, \$1,015 International and USA/Canada Editions.

b. Non-Standard Inserts: Contact Publisher for quantity and specifications.

8. Classified Advertising (Available in Worldwide Edition only.)

a. Classified: Display: \$301 per column inch.

Non-Display: \$32 per line, minimum four lines.

b. Consecutive Insertions: 10% discount on consecutive insertions.

9. Combination Frequency Rates

Advertisers will receive the lowest frequency rate, based on the total advertising insertions during the contract period, when any combination of space is used in Gulf Publishing Company's energy-related magazines, *World Oil* and *Hydrocarbon Processing*. One-quarter page is the minimum rate-holder space unit for earning combination frequency discounts.

10. Publisher's Copy Protective Clause

a. Advertisers and advertising agencies assume liability for all content of advertisements printed and for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising that does not conform to publication's standards.

b. Publisher will repeat latest advertisement for scheduled space when no new acceptable copy is furnished.

c. Contracts, except for cover or specified positions, may be discontinued by either party on 30 days' notice before closing date and by the Publisher without notice for nonpayment of invoices. If more or less space is actually used within a year, the advertiser will pay for the space actually used at the earned rate as published herein.

d. Contracts for covers and special positions are non-cancelable, except for nonpayment of invoices at Publisher's option.

e. Cancellations accepted only before closing date for reservations.

f. Should mechanical requirements warrant, Publisher reserves the right to print advertisements scheduled in either the International or USA/Canada Editions in the Worldwide Edition.

Integrated Marketing Rates

Issued September 1, 2015. Effective January 1, 2016.

Please contact your sales representative for production specifications.

Schedule #10

2016 Gulf Coast Turnaround & Maint. Services Directory

Premium Online Ad	1x	3x	6x	9x	12x	18x	24x
	4,335	4,270	4,195	4,105	3,985	3,905	3,820

2016 AFPM Conference Newspapers

	1x	3x	6x	9x	12x	18x	24x
1 PG 4/C	9,675	9,475	9,285	9,100	8,805	8,610	8,415
$\frac{1}{2}$ PG 4/C	5,545	5,435	5,325	5,210	5,050	4,935	4,825
$\frac{1}{4}$ PG ISL 4/C	7,480	7,335	7,180	7,035	6,810	6,655	6,510
$\frac{1}{8}$ PG 4/C	4,000	3,920	3,840	3,760	3,640	3,555	3,485

Magazine Production Specifications

The procedure outlined below is designed to ensure the quick, accurate and simple delivery and production of your advertisements.

1. Trim Size: Overall trim size is 8.125 in. x 10.875 in. (210 mm x 280 mm).

2. Ad Page Dimensions:

Unit	Width	Depth
2-Page Spread, Bleed	16.75 in. (425 mm)	11.125 in. (285 mm)
2-Page Spread, Gutter Bleed	16.5 in. (420 mm)	10 in. (255 mm)
1 Page Standard	7 in. (180 mm)	10 in. (255 mm)
1 Page Bleed	8.375 in. (215 mm)	11.125 in. (285 mm)
½ Page	4.625 in. (120 mm)	10 in. (255 mm)
½ Page Horizontal	7 in. (180 mm)	4.875 in. (125 mm)
½ Page Vertical	3.375 in. (85 mm)	10 in. (255 mm)
½ Page Island	4.625 in. (120 mm)	7.5 in. (190 mm)
⅓ Page Square	4.625 in. (120 mm)	4.875 in. (125 mm)
⅓ Page Vertical	2.25 in. (55 mm)	10 in. (255 mm)
¼ Page	3.375 in. (85 mm)	4.875 in. (125 mm)

Fraction ads with bleeds are available; please contact our Advertising Production Department at +1 (713) 525-4633 for dimensions.

NOTE: Ads scaled to other publications will be centered in the space nearest to size and proportion.

3. General Requirements:

Printing Process: Web offset full run; Computer-to-plate (CTP)

Binding Method: Perfect (jog to head)

Colors Available: Four-color process; matched colors

Color Rotation: Yellow, magenta, cyan, black

Recommended Line Screen: 133 lines maximum

Density of Tone: Two-color tones should not exceed SWOP density of 140%; second color not to exceed 70%.

Four-color solids should not exceed SWOP density of 260%.

4. Acceptable Digital Files: Preferred files are Adobe Acrobat PDFs (Press Optimized, 300 dpi, binary CMYK, all fonts embedded) or Flattened CMYK, TIFF files, 300 dpi at actual size. Other file types accepted are Adobe InDesign, Adobe Illustrator and Adobe Photoshop. Files should be submitted in CMYK format at 300 dpi with all supporting graphic elements in CMYK format and all fonts used. ***Please do not submit files created in word processing programs, MS PowerPoint, CorelDraw, MS Publisher, etc. Production charges will be incurred if files do not meet these acceptable digital file guidelines.

5. Proofs: Proof required on four-color ads. For one-color and two-color ads, laser proofs are acceptable with clearly marked color breaks.

6. Other Acceptable (but billable) Materials: Contact Publisher.

7. Inserts: Contact Publisher for quantity, specifications and trim size. We cannot guarantee printed quality or acceptability of materials that do not comply with these specifications. For color advertisements, a match proof printout is required to guarantee color accuracy.

Material Submission

All print advertisements for *Hydrocarbon Processing* must be delivered by the material submission deadline for the relevant issue.

1. Electronic File Submissions:

a. From your Internet browser, go to <http://ftp.gulfpub.com>

b. Enter the following user name and password:

User: *Hydrocarbon Processing* customer / Password: (insert your email address)

c. Click on <Login>.

d. Click on the <Upload> button in the lower left corner of the browser window.

e. Click on <Choose File> in the Upload box that appears and navigate to your file.

f. Click on <Upload>.

g. Once your file has uploaded, click on <Logout> in the upper-right corner of the browser window.

h. Email Cheryl.Willis@GulfPub.com with the name of the file.

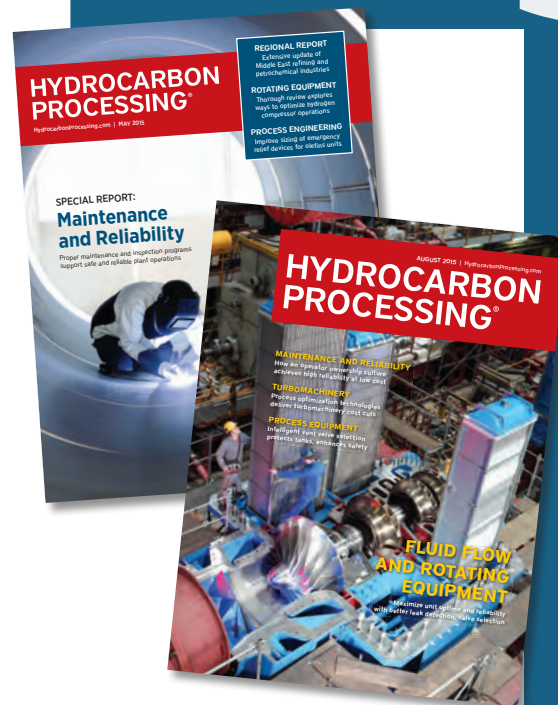
2. Shipping Instructions:

Send space orders, insertion orders, correspondence and print materials to:

Advertising, *Hydrocarbon Processing*

2 Greenway Plaza, Suite 1020, Houston, TX 77046

For pre-printed inserts, contact the Publisher for shipping instructions.



2 Page Spread

Full Page

1/2 Page
Horizontal

1/4
Page

1/3 Page
Square

1/3
Pg
Sq

1/2
Page
Vert

1/2 Page
Island

2/3
Page

Hydrocarbon Processing 2016 Sales Offices

North America

IL, LA, MO, OK, TX

Josh Mayer

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