



# HYDROCARBON PROCESSING®

HydrocarbonProcessing.com

Special Supplement

# SUPPLY CHAIN 2017

**Space closes:  
November 5, 2017.**

For additional information,  
please contact your *Hydrocarbon  
Processing* representative.

**Catherine Watkins**

**Publisher**

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**HYDROCARBON  
PROCESSING®**

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## Increase Your Brand Visibility among Your Target Audience in this Special *Hydrocarbon Processing* Supplement

The downstream oil and gas industry would not be possible without a sophisticated supply chain network. This sector of the downstream HPI is responsible for the procurement and movement of millions of barrels of crude oil and billions of cubic feet of natural gas each day. Delays or failures in supply chain management can result in disruptions of refinery or petrochemical plant feedstock supplies, which can lead to operational downtime. This domino effect ultimately leads to lost revenue. Supply chain management does not stop at the refinery or plant. Processed hydrocarbons need to be moved throughout the world. The professionals at these facilities are responsible for the distribution of transportation fuels, and refined and petrochemical products throughout the world. Whether it is moving crude oil, natural gas, equipment, refined products and other assets around the world for refinery and petrochemical plant operations, maintenance or construction, supply chain management is an integral sector of the downstream industry.

Sponsorship of the supplement aligns your company's message alongside *Hydrocarbon Processing's* trusted editorial content for maximum effectiveness. Targeted advertising reaches a more engaged audience interested in the products/services you provide, plus the ability to provide educational content, helps build your own brand authority and trust.

### **Sponsorship Includes:**

- Full-page display advertisement
- Full-page of editorial content (subject to Publisher's approval)
- 25 complementary copies of the Supply Chain Supplement. Additional copies may be purchased at cost.

### **Cost:**

2017 Rates Apply. Rates are commissionable at 15% of gross billing.

# INSERTION ORDER FORM SUPPLEMENT 2017

☐ **Yes.** I want to be a sponsor of the **Supply Chain Supplement** published in the **December 2017** issue of *Hydrocarbon Processing*. Please reserve advertising space for my company:

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

Company \_\_\_\_\_

Address \_\_\_\_\_

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

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

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

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

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

**E-mail this space reservation form and forward your advertising materials to:**

Cheryl Willis, Advertising Production Manager, Gulf Publishing Company, at Cheryl.Willis@GulfPub.com

## Production Specifications

**Advertising Space Closes: November 5, 2017 | Advertising Materials Due: November 10, 2017**

Advertisements are the same size as a full-page ad in *Hydrocarbon Processing*. Specifications are available at [http://www.nxtbook.com/nxtbooks/gulfpub/hp\\_2017mediaplanner/#/0](http://www.nxtbook.com/nxtbooks/gulfpub/hp_2017mediaplanner/#/0). Editorial specifications will be provided.

For additional information, please contact your *Hydrocarbon Processing* representative or Catherine Watkins, Publisher, *Hydrocarbon Processing*, at +1 (713) 520-4421 or Catherine.Watkins@GulfPub.com

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