

# WHITE PAPER PROGRAM

## Leverage *Hydrocarbon Processing's* Qualified Online Audience of Engineers, Management Officials and HPI Professionals with Lead Generation White Paper Program.

*Hydrocarbon Processing's* White Paper Program delivers targeted leads and enables your company to successfully reach a broad audience and establish thought leadership on important topics and technologies. Your literature and message will be placed on HydrocarbonProcessing.com as a PDF document behind a registration page, and will also be promoted through the monthly Hydrocarbon Processing Featured White Papers eblast. Hydrocarbon Processing White Papers are an extremely effective and cost-efficient way to maximize branding outreach and generate targeted, qualified leads.\*

White Paper: \$5,195 each

### Get started!

Contact your local representative (see listings on back) or Catherine Watkins, Publisher, Catherine.Watkins@GulfPub.com

### Program Details

- Listing on HydrocarbonProcessing.com (title, company logo and White Paper synopsis)
- A custom-built registration form with up to three questions of the advertiser's choice alongside basic questions including name, title, company, contact information, email address and contact preferences.
- *Hydrocarbon Processing* featured White Papers are promoted through email blasts and e-newsletters.
- Leads can be provided in Excel or .csv format, or you can choose your own custom, hosted URL to collect leads directly.

### Deliverables

- Company logo (in jpeg or gif format)
- White Paper must be provided in .pdf format along with the formal title and a synopsis of the White Paper (up to 50 words).
- *Optional:* Your company's own custom, hosted URL to collect leads directly.

**HYDROCARBON  
PROCESSING®**

Home Page Presence Includes Logo and White Paper Title

Custom Registration Page and Dedicated Email Blast

\*Lead information provided to the sponsor includes name, company, mailing address, e-mail address and phone number.

**YES.** I want to place a white paper on HydrocarbonProcessing.com.

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

I understand that *Hydrocarbon Processing* will bill (  my company ) (  my agency ) \$5,195 upon posting the white paper.

Company \_\_\_\_\_

Address \_\_\_\_\_

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

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

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

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

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

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

### To get started, send this form to your local representative or:

Cheryl Willis, Advertising Production Manager, Cheryl.Willis@GulfPub.com

### For questions about set-up or reporting, please contact:

John Polek, Director of Marketing & Audience Development, E-mail: John.Polek@GulfPub.com

*White papers will be posted on HydrocarbonProcessing.com 2-4 business days after receipt of signed insertion order and materials.*

## HYDROCARBON PROCESSING®

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