



HYDROCARBON PROCESSING®

HydrocarbonProcessing.com

Special Supplement

INTERNET OF THINGS IN THE HPI

Coming Soon

Publishing in November 2017

Space closes:
October 1, 2017.

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

Catherine Watkins

Publisher

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**HYDROCARBON
PROCESSING®**

HydrocarbonProcessing.com

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

The **digitization of business processes** is allowing the hydrocarbon processing industry to revisit its technology practices and exploit the increasing convergence between operational technology (OT), engineering technology (ET) and information technology (IT). **Industrial Internet of Things (IIoT)** concepts are transforming into real products, solutions and services. **Big data, predictive and prescriptive analytics, software and network communications** enable manufacturers to improve uptime and optimize operating performance, but management is realizing that the migration to the digital enterprise carries both benefits and risks. The deployment of **cyber security** measures to protect an organization's industrial control systems is not keeping pace with the rapid growth of digitization in oil and gas, refining and petrochemical operations. The opportunities and challenges offered by the digital transformation are explored in ***Hydrocarbon Processing's* IoT Supplement**.

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 (or half page) display ad
- Full-page (or half page) of editorial content (subject to Publisher's approval)
- 25 complementary copies of the IoT Supplement. Additional copies may be purchased at cost.

Cost:

Rates start at \$10,490 gross for a full color page (\$6,955 for the half page). Sponsors benefit from the full page (or half page) of editorial page at no charge. Rates are commissionable at 15% of gross billing.

INSERTION ORDER FORM SUPPLEMENT 2017

Yes. I want to be a sponsor of the **Internet of Things 2017 Supplement** published in the **November 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 _____

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Name _____ Title _____

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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: October 1, 2017 | Advertising Materials Due: October 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. 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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