**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. 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*

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**Purchasing Power of Subscribers**

<table>
<thead>
<tr>
<th>Category</th>
<th>% of Circulation</th>
<th># of Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering, Construction &amp; Maintenance Services</td>
<td>41.3% 12,478</td>
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</tr>
<tr>
<td>Heat Transfer</td>
<td>35.7% 10,773</td>
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<tr>
<td>Pressure Vessels &amp; Internals</td>
<td>35.9% 10,849</td>
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<tr>
<td>Rotating Equipment</td>
<td>34.5% 10,425</td>
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<tr>
<td>Piping, Fittings and Valves</td>
<td>34.3% 10,342</td>
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<tr>
<td>Instrumentation</td>
<td>31.4% 9,474</td>
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<tr>
<td>Chemicals/Catalysts</td>
<td>32% 9,663</td>
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<tr>
<td>Special Process Equipment</td>
<td>29.9% 9,035</td>
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<tr>
<td>Utilities</td>
<td>25.4% 7,656</td>
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<tr>
<td>Storage</td>
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<td>23.4% 7,052</td>
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<tr>
<td>Maintenance</td>
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<td>21.4% 6,455</td>
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<tr>
<td>Pollution Control &amp; Loss Prevention</td>
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<td>19.7% 5,950</td>
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<tr>
<td>Health/Safety/Environ./Training</td>
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<td>17.7% 5,342</td>
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<tr>
<td>Safety, Health, Loss Prevention</td>
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<td>16.8% 5,063</td>
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<tr>
<td>Computer Hardware/Software Services</td>
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<td>13.4% 4,034</td>
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<td>Electricals</td>
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<td>12.7% 3,825</td>
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<td>Structural and Concrete</td>
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<td>9.0% 2,713</td>
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<tr>
<td>Financial Services/General Business</td>
<td></td>
<td>6.8% 2,046</td>
</tr>
</tbody>
</table>

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.
30,184 Circulation Analysis Total

**Business**
Circulation Analysis

- 18,427 Refining, Engineering/Construction, Consultants
- 6,538 Petrochemicals, Chemicals
- 4,295 Natural Gas Processing
- 623 Association, Libraries, Govt. Agencies, Education, Legal and Misc., and Other Paid
- 301 Service, Supply and Equipment Manufacturing Companies

**Occupational**
Circulation Analysis

- 17,397 Engineers and Consultants
- 8,586 Company Officials, Managers
- 1,803 Superintendents, Foremen or Operators
- 924 Service, Supply, and Equip., Mfg Co’s Associations, Libraries, Govt. Agencies, Education, Legal, Misc. and other paid
- 787 Chemists
- 687 Other Operations Personnel–Company Copies and Purchasing Agents

**Geographical**
Circulation Analysis

- 13,652 North America
- 5,859 Europe
- 5,234 Asia and Asia Pacific
- 2,453 Middle East
- 1,858 Caribbean, Central America, South America
- 1,128 Africa

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**Quote**

"Hydrocarbon Processing is very important to me. I’ve used it as a reference throughout my 30-year career." - [Name]
<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Role</th>
<th>Areas of Responsibility</th>
<th>Education/Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bret Ronk</td>
<td>V. P. Downstream and Midstream, Gulf Publishing Company</td>
<td>Areas of responsibility: Hydrocarbon Processing magazine, HydrocarbonProcessing.com, Gas Processing, GasProcessingNews.com, events, ancillary print and digital products</td>
<td>BA degree in psychology from Indiana University and an MBA from the University of Dallas</td>
</tr>
<tr>
<td>Pramod Kulkarni</td>
<td>Editor-In-Chief</td>
<td>Areas of responsibility: Oversees content for World Oil, Hydrocarbon Processing and Gas Processing magazines, websites and e-newsletters</td>
<td>More than 25 years of publishing industry experience, including executive positions at McGraw-Hill Publishing, Reed Publishing and Avid Ratings</td>
</tr>
<tr>
<td>Lee Nichols</td>
<td>Editor/Associate Publisher</td>
<td>Areas of responsibility: all content in Hydrocarbon Processing magazine, HydrocarbonProcessing.com, the Hydrocarbon Processing Construction Boxscore Database and the HPI Market Data book.</td>
<td>BS degree in Journalism, Texas A&amp;M University</td>
</tr>
<tr>
<td>Adrienne M. Blume</td>
<td>Executive Editor</td>
<td>Areas of responsibility: natural gas processing, LNG, GTL, NGL</td>
<td>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</td>
</tr>
<tr>
<td>Mike Rhodes</td>
<td>Managing Editor</td>
<td>Areas of responsibility: print and web editorial, ‘show daily’ newspapers for industry conferences, coverage of natural gas and LNG, gas processing</td>
<td>Previously worked as managing editor at Diesel &amp; Gas Turbine Publications</td>
</tr>
<tr>
<td>Ben DuBose</td>
<td>Online Editor</td>
<td>Areas of responsibility: All daily HydrocarbonProcessing.com news content, e-newsletter program, HP Informer blog, HP polls, social media, petrochemicals coverage</td>
<td>MA in journalism, University of Missouri; BA in communications and political science, Lamar University</td>
</tr>
<tr>
<td>Heinz P. Bloch</td>
<td>Reliability/Equipment Editor</td>
<td>Areas of responsibility: Hydrocarbon Processing Reliability column, maintenance and reliability coverage</td>
<td>Holds seven US patents; authored over 540 technical papers and 18 books</td>
</tr>
<tr>
<td>William M. Goble</td>
<td>Contributing Editor</td>
<td>More than 32 years of experience in information systems</td>
<td>Principal partner with exida.com, a consulting training and support company for safety-critical and high-availability process information</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Principal partner with exida.com, a consulting training and support company for safety-critical and high-availability process information</td>
<td>BS degree from Penn State, an MS degree from Villanova and a PhD from Eindhoven University of Technology in Eindhoven, Netherlands</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Month</th>
<th>Special Report</th>
<th>Regular Features</th>
<th>Special Topics</th>
<th>Regional Reports</th>
<th>Supplements</th>
<th>Bonus Distribution</th>
<th>Ad Effectiveness Survey Issue</th>
<th>Webcasts</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>Clean Fuels</td>
<td>Process control and instrumentation Process engineering and optimization</td>
<td>HPI Market Data Forecast Update</td>
<td>US/Canada</td>
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<tr>
<td>March</td>
<td>Corrosion Control</td>
<td>Process control and instrumentation Process engineering and optimization</td>
<td></td>
<td>Mexico/Central America</td>
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<tr>
<td>April</td>
<td>Petrochemical Developments</td>
<td>Process control and instrumentation Process engineering and optimization</td>
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<td>Africa</td>
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<tr>
<td>May</td>
<td>Maintenance and Reliability</td>
<td>Process control and instrumentation Process engineering and optimization</td>
<td></td>
<td>Middle East</td>
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<tr>
<td>June</td>
<td>Process/Plant Optimization</td>
<td>Process control and instrumentation Process engineering and optimization</td>
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<td>Southeast Asia</td>
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**January**:
- Ad Closing: Dec. 5
- Art Due: Dec. 10

**February**:
- Ad Closing: Jan. 5
- Art Due: Jan. 10

**March**:
- Ad Closing: Feb. 5
- Art Due: Feb. 10

**April**:
- Ad Closing: Mar. 5
- Art Due: Mar. 10

**May**:
- Ad Closing: April 5
- Art Due: April 10

**June**:
- Ad Closing: May 5
- Art Due: May 10

**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
- Hydrocarbon Processing’s Offshore Technology Conference
- AFPM Reliability and Maintenance
- International Liquid Terminals Association
- Global Petroleum Show

**Ad Effectiveness Survey Issue**
- United States

**Webcasts**
- 2016 Annual Forecast
<table>
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<tr>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
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<td>Ad Closing: Aug. 5</td>
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<td>Ad Closing: Oct. 5</td>
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<tr>
<td>Art Due: June 10</td>
<td>Art Due: July 10</td>
<td>Art Due: Aug. 10</td>
<td>Art Due: Sept. 10</td>
<td>Art Due: Oct. 10</td>
<td>Art Due: Nov. 10</td>
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<tbody>
<tr>
<td>Process engineering and optimization</td>
<td>Process control and instrumentation</td>
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<td>Rotating equipment</td>
<td>Heat transfer</td>
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<td>Heat transfer</td>
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<table>
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<tr>
<th>LNG</th>
<th>Top 5 projects in the HPI</th>
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<table>
<thead>
<tr>
<th>Northeast Asia</th>
<th>India</th>
<th>China</th>
<th>South America</th>
<th>Eastern Europe/CIS</th>
<th>Western Europe</th>
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</thead>
<tbody>
<tr>
<td>Advances in turbomachinery</td>
<td>Advances in sulfur management</td>
<td>Engineering and construction</td>
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<thead>
<tr>
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<tbody>
<tr>
<td>Turbomachinery/ Pump Symposium</td>
<td>AFPM Q&amp;A and Technology Forum</td>
<td>AFPM Q&amp;A and Technology Forum</td>
<td>2016 AIChE Annual Meeting</td>
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<tr>
<td>API Fall Refining Meeting</td>
<td>Rio Oil &amp; Gas 2016 Expo and Conference</td>
<td>Valve World</td>
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</table>

<table>
<thead>
<tr>
<th>Europe</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boxscore construction activity</td>
<td>Reliability and maintenance</td>
</tr>
</tbody>
</table>

*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

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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](http://EnergyConstructionForum.com)

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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](http://OGsupplyChain.com)

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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](http://HPIRPC.com)

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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](http://WGLConference.com)

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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](http://GTLTechForum.com)

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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](http://GasProcessingConference.com)

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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](http://WGLConference.com)
Online Products

HydrocarbonProcessing.com attracts more than 50,900 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.
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, enewsletters 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.**

¹Publisher’s Statement: Data is supplied by Pardot, email management system, average from August 2015.
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).................................................................. $2,700
- 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.

Publisher's Statement: Data is supplied by Pardot, email management system, average from August 2015.
Print Magazine Rates


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.

<table>
<thead>
<tr>
<th>2016 Four-Color Worldwide Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>1x</td>
</tr>
<tr>
<td>1 PG</td>
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<td>1⁄2 PG</td>
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<tr>
<td>1⁄2 PG ISL</td>
</tr>
<tr>
<td>1⁄4 PG</td>
</tr>
<tr>
<td>3⁄4 PG</td>
</tr>
</tbody>
</table>

b. Schedule #66: Worldwide Edition Rates

<table>
<thead>
<tr>
<th>2016 Four-Color US/Canada Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>1x</td>
</tr>
<tr>
<td>1 PG</td>
</tr>
<tr>
<td>1⁄2 PG</td>
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<tr>
<td>1⁄4 PG</td>
</tr>
<tr>
<td>1⁄4 PG ISL</td>
</tr>
<tr>
<td>1⁄3 PG</td>
</tr>
</tbody>
</table>

c. Schedule #28: USA/Canada Edition Rates

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.

<table>
<thead>
<tr>
<th>2016 Cover Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Pgs 9 Pgs 12 Pgs 24+ Pgs</td>
</tr>
<tr>
<td>Second Cover 12,605 12,335 12,060 11,735</td>
</tr>
<tr>
<td>Fourth Cover 12,605 12,335 12,060 11,735</td>
</tr>
</tbody>
</table>

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

   a. Classified Display: $301 per column inch.
   b. Non-Display: $32 per line, minimum four lines.
   c. 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

Please contact your sales representative for production specifications. Schedule #10

<table>
<thead>
<tr>
<th>2016 Gulf Coast Turnaround &amp; Maint. Services Directory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Online Ad 1x 3x 6x 9x 12x 18x 24x</td>
</tr>
<tr>
<td>4,335 4,270 4,195 4,105 3,985 3,905 3,820</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2016 AFPM Conference Newspapers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x 3x 6x 9x 12x 18x 24x</td>
</tr>
<tr>
<td>1 PG 4/C</td>
</tr>
<tr>
<td>1⁄2 PG 4/C</td>
</tr>
<tr>
<td>1⁄2 PG ISL 4/C</td>
</tr>
<tr>
<td>1⁄4 PG 4/C</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Unit</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread, Bleed</td>
<td>16.75 in. (425 mm)</td>
<td>11.125 in. (285 mm)</td>
</tr>
<tr>
<td>2-Page Spread, Gutter Bleed</td>
<td>16.5 in. (420 mm)</td>
<td>10 in. (255 mm)</td>
</tr>
<tr>
<td>1 Page Standard</td>
<td>7 in. (180 mm)</td>
<td>10 in. (255 mm)</td>
</tr>
<tr>
<td>1 Page Bleed</td>
<td>8.375 in. (215 mm)</td>
<td>11.125 in. (285 mm)</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>4.625 in. (120 mm)</td>
<td>10 in. (255 mm)</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7 in. (180 mm)</td>
<td>4.875 in. (125 mm)</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.375 in. (85 mm)</td>
<td>10 in. (255 mm)</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.625 in. (120 mm)</td>
<td>7.5 in. (190 mm)</td>
</tr>
<tr>
<td>1/2 Page Square</td>
<td>4.625 in. (120 mm)</td>
<td>4.875 in. (125 mm)</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>2.25 in. (55 mm)</td>
<td>10 in. (255 mm)</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.375 in. (85 mm)</td>
<td>4.875 in. (125 mm)</td>
</tr>
</tbody>
</table>

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.
## North America

### IL, LA, MO, OK, TX
Josh Mayer  
Phone: +1 (972) 816-6745  
Fax: +1 (972) 767-4442  
E-mail: Josh.Mayer@GulfPub.com

### AK, AL, AR, AZ, CA, CO, FL, GA, HI, IA, ID, IN, KS, MI, MN, MS, MT, ND, NE, NM, NV, OH, OR, SD, TN, TX, UT, WA, WI, WY, WESTERN CANADA
Ryan Akbar  
Phone/Fax: +1 (713) 520-4449  
Mobile: +1 (832) 691-6053  
E-mail: Ryan.Akbar@GulfPub.com

## Europe

### FRANCE, GREECE, NORTH AFRICA, MIDDLE EAST, SPAIN, PORTUGAL, SOUTHERN BELGIUM, LUXEMBOURG, SWITZERLAND, GERMANY, AUSTRIA, TURKEY
Catherine Watkins  
Phone: +33 (0) 1 30 47 92 51  
Fax: +33 (0) 1 30 47 92 40  
E-mail: Catherine.Watts@GulfPub.com

Jim Watkins  
Phone: +33 (0) 1 30 47 92 51  
Fax: +33 (0) 1 30 47 92 40  
Cell: +33 (0) 6 76 35 11 52  
E-mail: Jim.Watts@GulfPub.com

### ITALY, EASTERN EUROPE
Fabio Potestá  
Mediapoint & Communications SRL  
Phone: +39 (010) 570-4948  
Fax: +39 (010) 553-0088  
E-mail: Fabio.Potesta@GulfPub.com

### RUSSIA/FSU
Lilia Fedotova  
Anik International & Co. Ltd.  
Phone: +7 (495) 628-10-333  
E-mail: Lilia.Fedotova@GulfPub.com

### UNITED KINGDOM/SCANDINAVIA, NORTHERN BELGIUM, THE NETHERLANDS
Michael Brown  
Phone: +44 161 440 0854  
Mobile: +44 79866 34646  
E-mail: Michael.Brown@GulfPub.com

## Other Areas

### AUSTRALIA, INDONESIA, MALAYSIA, SINGAPORE, THAILAND
Peggy Thay  
Publicitas Singapore Pte Ltd  
Phone: +65 6836-2272  
Fax: +65 6634-5231  
E-mail: Singapore@GulfPub.com

### CHINA–HONG KONG
Iris Yuen  
Phone: +86 13802701367 (China)  
Phone: +852 69185500 (Hong Kong)  
E-mail: Iris.Yuen@GulfPub.com

### MEXICO, CENTRAL AMERICA & SOUTH AMERICA
Marco Antonio Monteiro  
Mobile: +55 21 99616-3477  
Fax: +55 21 2240-5077  
E-mail: Brazil@GulfPub.com

### INDIA
Manav Kanwar  
Phone: +91-22-2837 7070/71/72  
Fax: +91-22-2822 2803  
Mobile: +91-98673 67374  
E-mail: India@GulfPub.com

### JAPAN–TOKYO
Yoshinori Ikeda  
Pacific Business Inc.  
Phone: +81 (3) 3661-6138  
Fax: +81 (3) 3661-6139  
E-mail: Japan@GulfPub.com

### KOREA
Young-Seoh Chinn  
Jes Media, Inc.  
Phone: +82 (2) 481-3411/3  
Fax: +82 (2) 481-3414  
E-mail: Korea@GulfPub.com

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**Bret Ronk**  
*Vice President, Downstream and Midstream*

**Phone/Fax:** +1 (713) 520-4421  
**E-mail:** Bret.Ronk@GulfPub.com  
**HydrocarbonProcessing.com**

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