

## CONNECT THROUGH TECHNICAL CONTENT

High-quality content delivers the best return on investment when connecting with engineers. Let our expertise work for you.



### Thought Leadership Sponsored Content

More and more companies aspire to be known as thought leaders in the industry and are looking for ways to provide content to illustrate their know-how or offer. Articles submitted for these sections must meet the following three criteria:

- The article must have editorial merit.
- The submission must be aligned with the topical section.
- The article will be distinguished from the issue's editorial.

>>> \$12,500 net per 1-3 page article

#### Topics for 2020 include:

- **Catalyst Design**  
(e.g., desulfurization, FCC)
- **Digital Transformation**  
(e.g., predictive maintenance, cybersecurity, digital twin)
- **Process Technologies**  
(e.g., dividing wall columns, flexicoking)
- **Valves, Pumps & Turbomachinery**  
(e.g., compressors)
- **Process Safety**
- **Measurement & Specifications**



### HP Content Studio

Impactful articles in the HPI are highly technical and complex, making them difficult to write. Allow the HP Content Studio's team of qualified, technical writers to use their in-depth industry knowledge for your benefit. They will provide the high-quality content that you need to boost impact, increase the likelihood of publication and reduce your internal costs.

>>> Rates start at \$4,875 per article with discounted annual subscriptions available



### Hydrocarbon Processing Video

An image of a sponsor's video is prominently displayed on HydrocarbonProcessing.com inviting readers to "click to play," whereby the video opens in a new tab and begins to play. For lead-generation projects, a customized registration form can be inserted before or after viewers reach the video.

>>> From \$6,800 per month



### HP Refined View

This is a more in-depth analysis of the challenges and solutions presented in the technical articles published by *Hydrocarbon Processing*. The editorial team can produce an interview-style video or podcast examining the challenges presented in any article. The video or podcast, which can feature the article's author(s) and a *Hydrocarbon Processing* editor/moderator, will be promoted on HydrocarbonProcessing.com, and viewers can complete a registration form prior to viewing or prior to receiving a white paper.

>>> From \$8,800 per month

# CONNECT

## THROUGH TECHNICAL CONTENT



### **HP TechTalk**

TechTalk is *Hydrocarbon Processing's* native advertising platform that allows companies to leverage HydrocarbonProcessing.com to connect their sponsored content directly with the brand's audience. TechTalk allows companies to place their content (articles, videos, etc.) on a customized micro-site built into HydrocarbonProcessing.com. TechTalk content is featured throughout the HydrocarbonProcessing.com homepage, e-newsletters, and social media, and each microsite features three advertising positions.

TechTalk packages are created, based upon the customers' requirements, and are customizable depending on the amount of content on hand. So whether you have three technical articles to promote or unlimited content and video resources, TechTalk can help you reach your audience.

TechTalk packages can also include a presence in the print and digital editions of *Hydrocarbon Processing*, with sponsored content articles being featured in two or four-page spread formats.

**>>> From \$9,800 per month for up to 6 articles, plus \$8,600 for an optional 2-page article in *Hydrocarbon Processing*.**



### **HP Premier**

Showcase an article that will be published in *Hydrocarbon Processing* before the issue goes to print. This web-first publishing option guarantees that your article will be seen by our readers. A link to the article will be emailed to our audience prior to publication date of the issue.

**>>> \$5,200 per article**

### **For more information:**

Please contact your sales representative  
or Catherine Watkins, Publisher, at + 1 (713) 520-4421  
or [Catherine.Watkins@HydrocarbonProcessing.com](mailto:Catherine.Watkins@HydrocarbonProcessing.com).