

## TECHTALK SPONSORED CONTENT

Gain Instant Exposure and Reach Qualified Oil and Gas Professionals with TechTalk Sponsored Content.

TechTalk is *Hydrocarbon Processing's* native advertising platform that allows companies to leverage HydrocarbonProcessing.com, to connect directly with the brand's audience. Sponsored content (articles, videos, etc.) are placed on a custom micro-site, and sponsors receive three display ads on their customized TechTalk page.

*Hydrocarbon Processing's* technical experts and editorial team strategically place your content throughout our digital platforms to maximize awareness and drive traffic to the sponsors website! Along with placement on the *Hydrocarbon Processing's* homepage, TechTalk articles are promoted by the *Hydrocarbon Processing's* staff through e-Newsletters and social media.

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.

***Customized packages available and vary on different number of articles and sponsored content.***

**From \$8,500 per month for up to six articles/videos.**

### Deliverables

- Company logo in .EPS format
- 50-word company description
- Articles need to be delivered in Word format
- Images need to be a minimum of 500 KB and 300 dpi
  - Four ad sizes (GIF/JPEG): 728x90 px, 336x280 px, 336x280 px, 160x600 px and URLs
  - Social Media Image size is 476x249 px
- If submitting videos, *Hydrocarbon Processing* prefers YouTube links from the advertiser's YouTube accounts. Format and Size is automated to fit the website through the embed code. The video should be set to Public or Unlisted.

**Material is due at least 5 business days prior to campaign launch.**

**Please allow for 72 (business) hours for any changes or additions to the program.**

### Hydrocarbon Processing Online Statistics

**62,768**

Web users per month

**31,640**

E-Newsletter Reach

**6,290**

Twitter Followers

**31,648**

Facebook Likes

**15,904**

LinkedIn Followers

### Get Started!

Please contact your local sales representative or Catherine Watkins, Publisher of *Hydrocarbon Processing* at Catherine.Watkins@HydrocarbonProcessing.com or +1 (713) 520-4421.

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**Yes.** I want to participate in *Hydrocarbon Processing's* TechTalk.

I understand that *Hydrocarbon Processing* will bill (  my company ) (  my agency ) \$8,500 for up to 6 articles per month.

Optional: 2-page article in the magazine (at an additional charge of \$8,600).

Company \_\_\_\_\_

Address \_\_\_\_\_

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

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

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

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

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

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

**Submit this space reservation form and forward your advertising materials to:**

Advertising Production at AdProd@GulfEnergyInfo.com.

**For more information:**

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