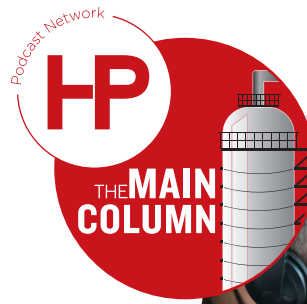


HYDROCARBON PROCESSING® PODCASTS



GET INSIDE THE HEAD OF THE HPI DECISION-MAKER

Ignoring visual ads—whether on TV or digital media—is second-nature to most consumers these days. On the other hand, audio ads, especially those **read by trusted and endeared podcast hosts**, are interesting and memorable.

67% of listeners can recall the item advertised on their podcast, and 61% actually made a purchase after learning about a product on a podcast.

Podcast ads, when done right, are simply more engaging and effective.

Source: MediaRadar

Grab the full attention of difficult to reach engineers and managers in the downstream industry with *Hydrocarbon Processing's* "The Main Column" podcast series.

Available at: HydrocarbonProcessing.com/Podcasts

With the consumption of content via podcasts increasing by over 22% with *Hydrocarbon Processing's* youngest age category and with our audience doubling in the first month, this is a new media vehicle that should not be overlooked.

Two ways to participate in this new marketing channel:

1 SPONSORED CONTENT: Your case study, product or application can be presented in 20 minutes or less. Just send us the text for our editors to read or an audio file.
Cost: 2020 early-adopter deal of \$2,000/podcast.

2 HP EDITORIAL CONTENT SPONSORSHIP: Just provide us with a brief 20-second text to read and your logo.
Cost: 2020 early-adopter deal of \$2,500 net per month (3 month minimum).

Either way, we produce and promote the podcast recognizing the sponsors to our audience of over 62,000 website users plus our 31,000 e-newsletter readers.

GET STARTED!

Please contact your local representative or Catherine Watkins, Vice President & Publisher, *Hydrocarbon Processing*, at Catherine.Watkins@HydrocarbonProcessing.com.

YES. I want to participate in the *Hydrocarbon Processing* Podcast

SPONSORED CONTENT

\$3,000 net per podcast

\$2,000 net per podcast (early-adopter)

HP EDITORIAL CONTENT SPONSORSHIP

\$5,000 net per month

\$2,500 net per month (early-adopter)

Company or agency name: _____

I understand that *Hydrocarbon Processing* will bill (my company) (my agency) upon deployment.

Company _____

Address _____

City _____ State _____

ZIP _____ Country _____

Phone _____ Fax _____

Name _____ Title _____

Signature _____ Date _____

Agency Name (if different from above) _____ Phone _____