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.

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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
☐ 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 _____________________________