

MAKE EVERY IMPRESSION COUNT

MAXIMIZE YOUR ROI WITH TARGETED CAMPAIGNS.

Do you need the ability to direct your message to specific decision makers in the downstream processing industry? If so, *Hydrocarbon Processing's* targeted marketing programs allow you to maximize your impressions by serving your campaigns against highly targeted, pre-selected groups.

As the leading downstream media provider, *Hydrocarbon Processing* has been the marketing partner of choice for industry professionals for 99 years. Partner with *Hydrocarbon Processing* and we will design and implement a campaign to make sure you reach those most interested in your content.

Don't purchase wasted impressions. Focus your advertising dollars through *Hydrocarbon Processing's* curated audience base, reach prospective clients more efficiently and guarantee a superior click through rate.

TARGETING OPTIONS INCLUDE:



Audience interest



Geotargeting



Company type



Job function



INTEREST-BASED CAMPAIGNS INCLUDE:

Chemicals/Catalysts:

25,000

IMPRESSIONS/MONTH

Engineering/Construction:

25,000

IMPRESSIONS/MONTH

Pumps/Compressors/
Rotating Equipment:

7,500

IMPRESSIONS/MONTH

**HYDROCARBON
PROCESSING®**

HydrocarbonProcessing.com



WATCH OUR VIDEO FOR MORE INFORMATION

TARGETED INTERESTS

With a *Hydrocarbon Processing* targeted ad campaign you can direct your impressions towards prospective clients with an interest in the areas below. Interested in another subject area? Let us know and we will create a package tailored to your needs!

Program cost: \$200/CPM with a \$2,500 minimum spend.

Impressions can be capped at customer request.

SELECT YOUR DOWNSTREAM TOPIC

- Acid Gas Removal
- Analyzers
- Aromatics
- Augmented Reality/Virtual Reality/
Artificial Intelligence (AR/VR/AI)
- Automation
- Axial Flow Pumps
- Ball Valves
- Biofuels
- Boilers
- Booster Pumps
- Butterfly Valves
- Carbon Management/Emissions
Control
- Catalysts/Chemicals
- Centrifugal Pumps
- Columns/Internals
- Compressors
- Construction
- Control Valves
- Cooling Towers
- Corrosion
- Crude Oil
- Cybersecurity
- Desulfurization
- Diaphragm Pumps
- Diesel
- Digital Twin
- Distillation
- Diversity
- Drivers
- Drones
- Economics/Plant Efficiency
- Engineering & Design
- Environment/Pollution Control
- Equipment
- Filtration/Seperation
- Fittings
- FLNG
- Fluid Catalytic Cracking (FCC)
- FSRU
- Furnaces
- Gas Processing/LNG
- Gas to Liquids (GTL)
- Gasoline
- Heat Transfer
- Hydrocracking
- Hydrogen
- Hydrotreating
- IMO 2020
- Instrumentation
- Licensing
- Liquefaction
- Liquefied Natural Gas (LNG)
- Loss Prevention
- Maintenance
- Management
- Market Trends
- Methane
- Motors
- Multi-turn Valves
- Naphtha
- Natural Gas
- Natural Gas Liquids (NGL)
- Octane
- Petrochemicals/Chemicals
- Pipelines
- Piping
- Polymers
- Positive Pumps
- Process Control
- Process Optimization
- Processes
- Products
- Project Management
- Pumps
- Quarter-turn Valves
- Reactors
- Refining
- Regasification
- Reliability
- Rotating Equipment
- Safety
- Safety Valves
- Self-actuating Valves
- Sensors
- Shale Oil/Shale Gas
- Software
- Spraying systems
- Storage
- Sulfur
- Sustainability
- Terminals
- Treating
- Turbines
- Turbomachinery
- Utilities/Electricals
- Valves
- Water Management
- Workforce

For more information, please contact **Catherine Watkins**, Vice President, Downstream, or **your local account manager**.

Targeting can also be applied across all Gulf Energy Information titles. If you are interested in reaching readers associated with upstream, midstream, downstream, business intelligence and/or utilities, packages can be created for multiple platforms.