HYDROCARBON PROCESSING®

Single Sponsored Webcasts

*Hydrocarbon Processing* offers you the opportunity to interact directly with your customers and prospects on timely and important topics. Establish thought leadership and put your company in front of our global audience through a single-sponsored webcast.

A *Hydrocarbon Processing* webcast is an engaging and measurable way to educate qualified oil and gas professionals about your company’s product and services, promote your brand and generate sales leads.
The webcast:

Webcasts are designed by the sponsor as a PowerPoint presentation and reviewed/monitored by a Hydrocarbon Processing editor.

Webcasts generally consist of an introduction by the moderator, a 30-minute presentation by the speaker(s) and a 10-minute Q&A session.

Cost of program: $19,800 net

Webcast process:

The process for planning, production and completion of each webcast involves:

1. Topic selection and summary of presentation
2. Securing of speaker(s)
3. Reservation of live date with speaker(s)
4. Build/design of online registration form
5. Half-page advertisement in Hydrocarbon Processing
6. Web banners on HydrocarbonProcessing.com/e-newsletters
7. Email campaigns to target audiences
8. Finalization of presentations and practice
9. Live webcast event
10. Submission of registrant list to sponsor
11. Archive of webcast
12. Optional MP4 or social media campaign (additional fee)

Please allow 6–8 weeks for this process in order to adequately promote and prepare the webcast.
## Webcast Timeline

### Book Webcast

**6–8 Weeks Before Live Webcast:**
- Sponsor confirms webcast title and date and time

**Provided by Sponsor:**
- 100-word overview
- Speakers’ name, biographical sketches and headshots (2in. x 2in., 300 DPI in JPEG)
- Company logo in vector EPS format
- Three questions to include on the registration page (optional)

**5 Weeks Before Live Webcast:**
- 1/2-page print ad to run in the next issue of *Hydrocarbon Processing* highlighting Live webcast

**3–4 Weeks Before Live Webcast:**
- Registration page is built by *Hydrocarbon Processing*
- *Hydrocarbon Processing* creates banner ads to run on HydrocarbonProcessing.com and in weekly e-newsletters promoting the webcast

**2 Weeks Before Live Webcast:**
- Targeted email blasts are sent to *Hydrocarbon Processing*’s subscriber list (up to 2-3 e-blasts)

**1–2 Weeks Before Live Webcast:**
- Call-in numbers provided to Sponsor and to speakers

**Provided by Sponsor:**
- Slides for 30-45 minute presentation

**1-2 Days Before Live Webcast:**
- Full dry-run with moderator and speaker(s)

### Live Webcast

**After the Webcast:**
- Webcast is archived on HydrocarbonProcessing.com/Webcasts for 12 months and is available on-demand. Sponsor is provided with all registrants’ information during the 12-month period.
Let’s get started

Reach qualified oil and gas professionals throughout the world. A *Hydrocarbon Processing* webcast provides you with a powerful platform to take a leadership position on an important topic or showcase your products and services to qualified oil and gas professionals across the globe.

- Webcasts are promoted to:
  - Magazine: 30,247\(^1\) subscribers
  - Newsletters Readers: >34,100\(^2\)
  - Website Traffic: 68,658\(^1\) monthly users
  - Eblast Distribution: 54,900\(^2\) readers

1 *Hydrocarbon Processing* BPA statement, June 2018
2 Publisher’s own data, as of August 2018

Recent webcasts include...

**HPI Outlook 2018: What Does 2018 Hold for the Downstream?**

*HYDROCARBON PROCESSING*

December 19, 2017

Registrants: 649

**Higher Margin with Integrated & Cost-effective Refinery Scheme**

*KBR*

June 26, 2018

Registrants: 334

**What’s New in Water Treatment for the Oil & Gas Industry?**

*VEOLIA*

September 18, 2018

Registrants: 439

**Five Things to Consider When Sampling in a Hydrocarbon Processing Plant**

*SENTRY*

October 3, 2018

Registrants: 287

**How to Create Refinery Margin Opportunity Through the Flexibility of the Hydrocracker**

*Shell Global Solutions*

October 25, 2018

Registrants: 298

**Digital Plant: Leverage Digital to Boost Profitability While Better Managing Risk**

*Baker Hughes*

November 29, 2018

Registrants: 347