

## WHITE PAPER PROGRAM

Leverage *Hydrocarbon Processing's* Qualified Online Audience of Engineers, Management Officials and HPI Professionals with a Lead Generation White Paper Program.

*Hydrocarbon Processing's* White Paper Program delivers targeted leads and enables your company to successfully reach a broad audience and establish thought leadership on important topics and technologies. Your literature and message will be placed on HydrocarbonProcessing.com as a PDF document behind a registration page, and will also be promoted through the monthly *Hydrocarbon Processing* Featured White Papers eblast. *Hydrocarbon Processing* White Papers are an extremely effective and cost-efficient way to maximize branding outreach and generate targeted, qualified leads.\*

**Refining Sector:** \$4,950 each

**Petrochemical Sector:** \$3,200 each

**Gas Processing/LNG Sectors:** \$1,900 each

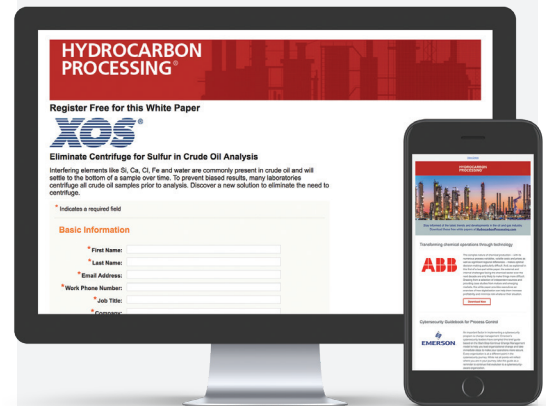
**All Downstream Sectors:** \$5,950 each

### Program Details

- Listing on HydrocarbonProcessing.com (title, company logo and White Paper synopsis)
- A custom-built registration form including name, title, company, contact information, and email address.
- *Hydrocarbon Processing* featured White Papers are promoted through monthly email blasts.
- Leads can be provided in Excel or .CSV format, or you can choose your own custom, hosted URL to collect leads directly.

### Deliverables

- Company logo in .EPS format
- White Paper must be provided in .PDF format along with the formal title and a synopsis of the White Paper (up to 50 words)
- Optional: Your company's own custom, hosted URL to collect leads directly.



### Get Started!

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

\*Lead information provided to the sponsor includes name, company, mailing address, e-mail address and phone number.

## HYDROCARBON PROCESSING®

# ORDER FORM WHITE PAPER PROGRAM

**Yes.** I want to place a white paper on HydrocarbonProcessing.com

Company or agency name: \_\_\_\_\_

I understand that *Hydrocarbon Processing* will bill (  my company ) (  my agency ) upon posting the white paper to the following audience:

- Refining Sector: \$4,950
- Petrochemical Sector: \$3,200
- Gas Processing/LNG Sectors: \$1,900
- All Downstream Sectors: \$5,950

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

*White papers will be posted on HydrocarbonProcessing.com 2-4 business days after receipt of signed insertion order and materials.*