

TECHTALK SPONSORED CONTENT

Gain Instant Exposure and Reach Qualified Oil and Gas Professionals with TechTalk Sponsored Content.

TechTalk is *Hydrocarbon Processing's* native advertising platform that allows companies to leverage HydrocarbonProcessing.com, to connect directly with the brand's audience. Sponsored content (articles, videos, etc.) are placed on a custom micro-site, and sponsors receive three display ads on their customized TechTalk page.

Hydrocarbon Processing's technical experts and editorial team strategically place your content throughout our digital platforms to maximize awareness and drive traffic to the sponsors website! Along with placement on the *Hydrocarbon Processing's* homepage, TechTalk articles are promoted by the *Hydrocarbon Processing's* staff through e-Newsletters and social media.

TechTalk packages can also include a presence in the print and digital editions of *Hydrocarbon Processing*, with sponsored content articles being featured in two or four-page spread formats.

Customized packages available and vary on different number of articles and sponsored content.

From \$9,800 net per month for up to 6 articles or items.

Plus \$8,600 net for an optional 2-page article in *Hydrocarbon Processing*.

Deliverables

- Company logo in .EPS format
- 50-word company description
- Articles need to be delivered in Word format
- Images need to be a minimum of 500 KB and 300 dpi
 - Four ad sizes (GIF/JPEG): 728x90 px, 336x280 px, 336x280 px, 160x600 px and URLs
 - Social Media Image size is 476x249 px
- If submitting videos, *Hydrocarbon Processing* prefers YouTube links from the advertiser's YouTube accounts. Format and Size is automated to fit the website through the embed code. The video should be set to Public or Unlisted.

Material is due at least 5 business days prior to campaign launch.

Please allow for 72 (business) hours for any changes or additions to the program.

Hydrocarbon Processing Online Statistics

**68,658**

Web users per month

**34,100**

E-Newsletter Reach

**5,676**

Twitter Followers

**30,246**

Facebook Likes

**1,737**

LinkedIn Followers

Get Started!

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

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Yes. I want to participate in *Hydrocarbon Processing's* TechTalk.

I understand that *Hydrocarbon Processing* will bill (my company) (my agency) \$9,800 for up to 6 articles per month.

Optional: 2-page article in the magazine (at an additional charge of \$8,600).

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 Catherine.Watkins@HydrocarbonProcessing.com.