TechTalk is World Oil’s native advertising platform that allows companies to leverage WorldOil.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.

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

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

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

ONLINE PRESENCE

127,7751
Average monthly users

61,6081
E-Newsletter Reach

SOCIAL PRESENCE

109,4921
Twitter Followers

74,9481
Facebook Likes

Material is due 5 business days prior to campaign launch
Please allow for 72 (business) hours for any changes or additions to the program.

Get Started!
Please contact your local sales representative or Andy McDowell, Publisher of World Oil at Andy.McDowell@WorldOil.com or +1 (713) 520-4463.

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
  - Three ad sizes (gif/jpeg): 728x90px (300x50px mobile), 300x250px and 300x250px + URLs
  - Social Media Image size is 476x249px
• If submitting videos, World Oil 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.

Pricing

<table>
<thead>
<tr>
<th>Packages</th>
<th>Price</th>
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<tbody>
<tr>
<td>3 articles</td>
<td>$4,450 per month</td>
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<tr>
<td>6 articles</td>
<td>$6,250 per month</td>
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<tr>
<td>Unlimited articles</td>
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Printed options

<table>
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<tr>
<th>Packages</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Two-page spread ~1100 words and 3 images</td>
<td>$9,410</td>
</tr>
<tr>
<td>Four-page spread ~2200 words and 6 images</td>
<td>$16,935</td>
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Packages
• TechTalk articles to appear on client micro-site
• Content is described as an article or video placement
• All client micro sites come with three ad spots (728x90, 300x250, 300x250)
• Content is described as an article or video placement
• Each article to receive presence on the homepage
• Each article to receive placement in World Oil Daily e-Newsletter
• Appropriate articles also given first consideration for monthly topic e-Newsletters
• Each article to receive one placement on Twitter, Facebook and LinkedIn
• All articles to be archived for one year on World Oil website
• Detailed reporting included on ad impressions, all clicks, time viewed on each article, etc.

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