

WHITE PAPER PROGRAM

Put Your Best Technical Literature Forward and Get Targeted Leads Back

Establish thought leadership on the topics that matter most to your customers while generating leads at the same time. A *World Oil* White Paper provides you with the opportunity to gain exposure for your company's best technical information while also providing you with registration information of those who have downloaded it. Your literature will be placed on WorldOil.com as a PDF document behind a registration page to classify each reader. Along with being listed on the WorldOil.com home page and White Paper section, the white paper will also be promoted through the monthly *World Oil* Featured White Papers email blast. *World Oil* White Papers are an extremely effective and cost-efficient way to promote your company's products and services.

White Paper: \$4,530 each

Get started!

Contact your local representative or Andy McDowell, Publisher, Andy.McDowell@WorldOil.com.

Program Details

- Listing on WorldOil.com home page
- Listing on WorldOil.com/Whitepapers (title, company logo and White Paper synopsis)
- A custom built registration form with basic questions including name, title, company, contact information, email address and contact preferences.

World Oil featured White Papers are promoted through email blasts and e-newsletters. Leads will be provided in excel or .csv format.

Deliverables

- Title of White Paper
- 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 75 words).

The screenshot shows the World Oil website home page. At the top, there are navigation menus for Magazine, News, Data, Resources, and Events. Below this, there are several featured articles and news snippets. A prominent callout box labeled "Home Page Presence" points to the "Featured Articles" section, which includes an article titled "Designed to defend" by Siemens. Other sections visible include "LATEST NEWS", "FEATURED ARTICLES", "FEATURED COLUMNS", "INDUSTRY AT A GLANCE", "RESOURCES", and "CONFERENCE NEWS". The bottom of the page features a "World Oil" logo and a "Register Free for this White Paper" button.

The registration form is titled "Register Free for this White Paper". It features the "Packers Plus" logo and the tagline "DO IT ONCE. DO IT RIGHT." The form includes a brief description of the white paper: "Make Better Decisions: Get critical knowledge with real-time monitoring during fracture operations". Below this, there are several input fields: "First Name", "Last Name", "Email Address", "Work Phone Number", "Job Title", and "Company". There is also a "Country" dropdown menu and a "Zip/Postal Code" field. At the bottom of the form, there is a "Submit" button and a small disclaimer: "By registering for this white paper, you are sharing your form information with our sponsor, Packers Plus."

Custom Registration Page and the World Oil Featured White Papers email blast

This section displays the World Oil logo and a list of featured white papers. Each entry includes a title, a brief synopsis, and a "Download Here" link. The papers listed are:

- Make Better Decisions: Get critical knowledge with real-time monitoring during fracture operations** (Packers Plus)
- An 8-foot-resistant cabinet solution for medium voltage drives** (Siemens)
- The Next Generation of Production Allocation - A White Paper by NavPort** (NavPort)