

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 that can include up to three custom questions to help you further 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.

Get started! Contact your local representative (see listings on back) or Andy McDowell, Sales Manager at +1 (713) 520-4463.

Program Details

- Listing on WorldOil.com home page (title and company logo)
- Listing on WorldOil.com White Paper section (title, company logo and White Paper synopsis)
- A custom built registration form with up to three questions of the advertiser's choice alongside 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

- Company Logo (in jpeg or gif 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).



Home Page Presence Includes Logo and White Paper Title



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

World Oil®

☐ **YES.** I want to place a white paper on WorldOil.com.

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To get started, fax this form to:

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

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