



**World Oil®**  
WorldOil.com

## Webcasts

Gulf Energy Information offers you the opportunity to interact directly with your customers and prospects on timely and important topics. Establish thought leadership and put your company in front of our global audience through a single-sponsored webcast. A *World Oil* webcast is an engaging and measurable way to educate qualified oil and gas professionals about your company's product and services, promote your brand and generate sales leads.

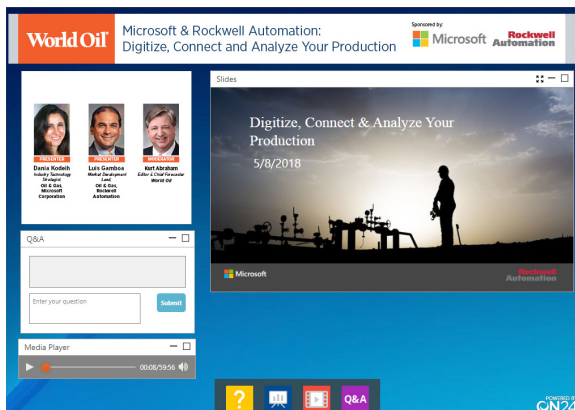


**Gulf Energy<sup>i</sup>**



# SINGLE-SPONSORED WEBCAST

## PROGRAM DESCRIPTION



### The webcast:

Webcasts are designed by the sponsor as a PowerPoint presentation and reviewed by a *World Oil* editor.

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Webcasts generally consist of an introduction by the moderator, a 45-minute presentation by the speaker(s) and a 10-minute Q&A session.

### Cost of program:

Cost for the webcast: **\$18,995 (gross)**

### Webcast process:

The process for planning, production and completion of each webcast involves:

1. Topic selection and summary of presentation
2. Securing of speaker(s)
3. Reservation of live date with speaker(s)
4. Design of registration form
5. Half-page advertisement in *World Oil*
6. Web banners on WorldOil.com
7. Email campaigns to target audiences
8. Finalization of presentations and practice
9. Live webcast event
10. Submission of registrant list to sponsor
11. Archive of webcast

Please allow 6–8 weeks for this process in order to adequately promote and prepare the webcast.

# 2019 MULTI-SPONSORED **WEBCAST FORUMS**

MAY 23, 2019	<i>World Oil's</i> Shaletect™ Hydraulic Fracturing Forum: Spring 2019
JUNE 19, 2019	<i>World Oil's</i> Shaletect™ Frac Hits Forum: Part Two
JULY 25, 2019	<i>World Oil's</i> Subsea Technology
AUGUST 22, 2019	<i>World Oil's</i> Shaletect™ Hydraulic Fracturing Forum: Summer 2019
SEPTEMBER 5, 2019 (TWO SPOTS LEFT)	<i>World Oil's</i> Shaletect™ Frac Hits Forum: Part Three
SEPTEMBER 12, 2019 (ONE SPOT LEFT)	<i>World Oil's</i> Artificial Lift & Production Optimization Forum: Fall 2019
OCTOBER 17, 2019	<i>World Oil's</i> Shaletect™ Hydraulic Fracturing Forum: Fall 2019
NOVEMBER 12, 2019 (TWO SPOTS LEFT)	<i>World Oil's</i> Shaletect™ Oilfield Water Management Forum: Fall 2019
DECEMBER 5, 2019	<i>World Oil's</i> Cement Evaluation & Repair
DECEMBER 10, 2019	<i>World Oil's</i> Rigless Well Intervention Forum

**Cost of Program:** \$6,995 gross per sponsor

**For more information on webcast sponsorships:**

Please contact your local sales representative or Andy McDowell, Publisher, *World Oil*  
at +1 (713) 520-4463 or [Andy.McDowell@WorldOil.Com](mailto:Andy.McDowell@WorldOil.Com)

# WEBCAST TIMELINE

## Book webcast

### 6–8 Weeks Before Live Webcast:

- ❑ Webcast title, date and time confirmed
- Sponsor(s) provides:**
  - ❑ 100-word overview
  - ❑ Speakers' name, title, biographical sketches and headshots (2in. x 2in., 300DPI in JPEG)
  - ❑ Company logo in vector EPS
  - ❑ Three custom questions to include on the registration page (optional)

### 5 Weeks Before Live Webcast:

- ❑ 1/2-page print ad to run in the next issue of *World Oil* highlighting live webcast

### 3–4 Weeks Before Live Webcast:

- ❑ Registration page is built by *World Oil*
- ❑ Email blasts will be sent to *World Oil*'s targeted subscriber list (2–3 ebasts)
- ❑ Social media posts though Facebook and Twitter

### 2 Weeks Before Live Webcast:

- ❑ *World Oil* will create online banner ads to run on WorldOil.com and e-newsletter

### 1–2 Weeks Before Live Webcast:

- ❑ Sponsor(s) to provide slides for 45 minute presentation and 3–5 seeded questions. Poll questions can also be added.
- ❑ Dial-in numbers will be provided to sponsor(s) and speakers

### 3–4 Days Before Live Webcast:

- ❑ Full dry-run will be conducted

## Live webcast

### After the Webcast:

- ❑ Webcast is archived on WorldOil.com for 12 months and is available on-demand
- ❑ Sponsor is provided with all registrants' information and direct access to online reporting during the 12-month period.

**Sponsor is also provided with an MP4 of the event**

## Let's get started

A *World Oil* webcast provides you with a powerful platform to take a leadership position on an important topic or showcase your products and services to qualified oil and gas professionals across the globe.

- **Webcasts are promoted through:**

- **Magazine:** 47,167<sup>1</sup> subscribers
- **Website Traffic:** 119,344<sup>1</sup> unique visitors
- **e-blast distribution:** 66,740<sup>2</sup>
- **Twitter Followers:** 112,990<sup>1</sup>
- **Facebook Likes:** 75,178<sup>1</sup>
- **ShaleTech™ Facebook Likes:** 14,980<sup>1</sup>

Webcasts include a one-hour live broadcast. The recorded version will be archived on WorldOil.com for 12 months. Sponsors will receive contact information for all registrants. Topics/content chosen for single sponsor webcasts must be approved by editorial staff. For additional information, please contact your *World Oil* representative or Andy McDowell, Publisher, at Andy.McDowell@WorldOil.com or +1 (713) 520-4463.

1. *World Oil* BPA statement, December 2018

2. Publisher's own data, as of May 2019

## Recent webcasts include...

### *World Oil's ShaleTech™ Frac Hits Forum: Part One*



31 January 2019  
**Registrants: 1049**

### *Artificial Lift & Production Optimization Forum: Spring 2019*



12 February 2019  
**Registrants: 446**

### *World Oil's Shaletech™ Hydraulic Fracturing Forum: Winter 2019*



21 February 2019  
**Registrants: 694**

### *World Oil's Shaletech™ Oilfield Water Management Forum: Spring 2019*



28 March 2019  
**Registrants: 378**

**65%<sup>2</sup> Conversion Rate of Registrants to Attendees**