

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 tabs for Magazine, News, Data, Resources, and Events. Below this is a banner for a 'FREE TRIAL SUBSCRIPTION'. The main content area features several news articles and featured articles. A callout box labeled 'Home Page Presence' points to the 'Home Page' section of the website. The 'Home Page' section includes a 'Register Early and Save' button and a 'World Oil HPHT' article. Below the 'Home Page' section, there are several charts and graphs, including 'Oil & Gas Prices' and 'Oil Production'. 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 includes a logo for 'Packers Plus' with the tagline 'DO IT ONCE. DO IT RIGHT.' Below the logo, there is a section titled 'Make Better Decisions: Get critical knowledge with real-time monitoring during fracture operations'. This section contains a paragraph of text and a 'Download Here' link. The form itself consists of several input fields: 'First Name', 'Last Name', 'Email Address', 'Work Phone Number', 'Job Title', 'Company', 'Address', 'City', 'Country', and 'Zip/Postal Code'. There is a 'Submit' button at the bottom of the form.

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

The World Oil logo is at the top left. Below it, there is a list of featured white papers. Each entry includes a title, a brief description, and a 'Download Here' link. The papers listed are: 'Stay Informed of the latest trends and developments in the oil and gas industry. Download these free white papers at WorldOil.com.', 'Make Better Decisions: Get critical knowledge with real-time monitoring during fracture operations.', 'An 8-foot-resistant cabinet solution for medium voltage drives.', 'Production Allocation - A White Paper by NavPort', and 'The Next Generation of Production Allocation - A White Paper by NavPort'.