



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

### WORLD OIL STATS



**127,775<sup>1</sup>**

Average monthly users



**61,608<sup>1</sup>**

E-Newsletter Reach



**109,492<sup>1</sup>**

Twitter Followers



**74,948<sup>1</sup>**

Facebook Likes

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.

**CITATION: 1.** *World Oil* BPA Audit Statement, June 2018.



## 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 476 x 249px
- 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.
- Printed options
  - Two-page spread -1100 words and 3 images.
  - Four-page spread -2200 words and 6 images

## Pricing

Unlimited articles	Pricing starts at \$9,995 per month
Six articles	Pricing starts at \$6,250 per month
Three articles	Pricing starts at \$4,450 per month
Two-page spread	\$9,410
Four-page spread	\$16,935

**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](mailto:Andy.McDowell@WorldOil.com) or +1 (713) 520-4463.