



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

WORLD OIL STATS



127,775¹

Average monthly users



61,608¹

E-Newsletter Reach



109,492¹

Twitter Followers



74,948¹

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 or +1 (713) 520-4463.



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