



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

WORLD OIL STATS



128,039¹

Web users per month



61,000+¹

E-Newsletter Reach



107,000+²

Twitter Followers



74,000+²

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.

Customized packages available and vary on different number of articles and sponsored content.

CITATION: 1. *World Oil* BPA Audit Statement, December 2017. 2. Publisher's own data, as of March 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): 728x90, 300x250 and 300x250 + URLs
 - Social Media Image size is 476 x249
- 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.

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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