DIGITAL REFINING MEDIA DETAILS 2021

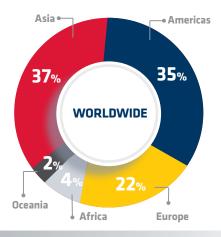




READERSHIP

DigitalRefining is the most extensive source of freely available information on all aspects of the refining, gas and petrochemical processing industries, providing a

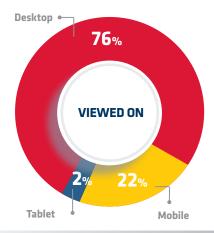
constantly growing database of technical articles, webinars, company literature, product brochures, videos, industry news, events and company information.



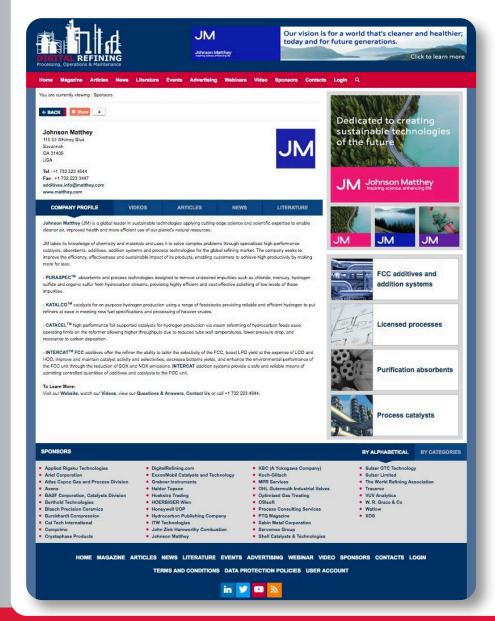
31,385*
SESSIONS PER MONTH
41,420*
PAGE VIEWS PER MONTH

96,895*

*Source 2 Aug to 3 Sept 2020



COMPANY PROFILE



Your company profile should highlight the technologies, products and services you provide the global refining, gas and petrochemical processing industries. You can include as many links as you wish to more information on your own website, making DigitalRefining the perfect vehicle for interacting with customers and increasing your brand awareness and website traffic.

ARTICLES

You can provide as many previously published articles relevant to the refining, gas and petrochemical processing industries as you wish.

PRODUCT BROCHURES / VIDEOS

You can provide as many product brochures, literature items, news and videos relevant to the refining, gas and petrochemical processing industries as you wish.

WHITE PAPERS

Three White Papers free of charge for lead generation.

ADVERTISEMENTS

Eight advertisements within your profile, to help increase your brand awareness and traffic to your website.

12-Month Cost: £5,350 / €6,450 / \$6,950

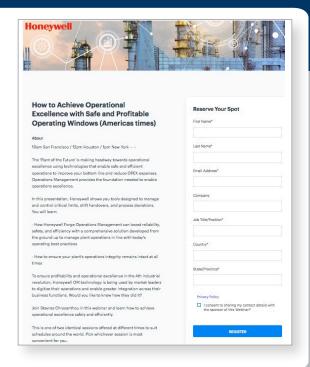
WEBINARS

Our Webinars are 45 minutes long (recorded), followed by a 15-minute live Q&A, and can be delivered in three different time zones at no extra cost. Webinars are promoted via eblasts, DigitalRefining's homepage, our weekly newsletter, as well as through print and online advertisements, LinkedIn and Twitter.

On-demand versions are included on DigitalRefining and promoted for 12 months, providing a constant flow of qualified leads: https://bit.ly/2EWtdKV.

So far, our Webinars have successfully generated high volumes of registrations and leads: 250+ registrations for the live version and 200+ lead generation responses for the on-demand version (highest 530). All registration / lead generation details are passed onto the Webinar's sponsor.

Cost Per Webinar: £9,950 / €11,950 / \$12,950



EBLASTS

DigitalRefining's single-sponsor Eblasts are the perfect way for companies to promote a new product, service, technology or event.

Eblasts are distributed to over 28,000+ registered users on a day and time of your choosing. A copy of the Eblast will also be promoted on *PTQ* / DigitalRefining's LinkedIn and Twitter feeds.

We have worked with many companies on campaigns that have produced excellent results. As an example, we recently helped one company achieve over 3,000 registrations for its series of Webinars through an Eblast campaign.

Cost Per Eblast: £4,650 / €5,550 / \$6,050

Combuston & Fired Heaters How to generate maximum safety and efficiency from combustion & fired heaters Combuston systems (furnaces and fired heaters) are an essential part of your facility. Are you using the most efficient and cost-effective analyser technology to maximise output and safety, and reduce costs? Download this free e-book to learn: How to minimise costs while maximising the output and safety of your asset The downfalls of conventional technology The benefits of a safe, efficient and cost-effective analyser solution

WHITE PAPERS

White Papers are promoted as the featured content on our weekly newsletter, on DigitalRefining's homepage and on the articles homepage, as well as on LinkedIn and Twitter.

For lead generation, the person downloading the White Paper must answer a question provided by you and agree for their contact details to be sent to you. So far, our White Paper service has successfully delivered high volumes of qualified leads. The average response of the last 20 White Papers is 187.

NB: After a month, they become a regular article on DigitalRefining.

Cost Per White Paper: £2,950 / €3,450 / \$3,850

Evan Thomas XOS		
	or biofuels has increased in recent years, with the EU requiring that 10% in a renewable energy source in 2020.	of the total transport fuel in its
years. While biofuels typically ovehicles, or as a blending feed	ormation Administration anticipants between 18-55% growth in biofuels contain little sulphur, they are still required to ment fuel qualify complians for tradisional reformy fuels. As auth, forefrencies must measure the so sally less than 15 ppms. In addition to this, due to the variety of feedstoor pampile composition.	ce specifications either for use alphur in their product to ensure
COMPANY NAME	PTQ	
COUNTRY	United Kingdom	
GIVEN NAME	Paul	
SURNAME	Mason	
EMAIL	sales@petroleumtechnology.com	
Please answer the follow	ing question:	nan lead to cost savings?
○ Yes ○ No		
	ng my contact details (name, ntry, email address) with the	THIS WHITE PAPER NOW

HOME PAGE ADVERTISEMENTS



£1,395 / €1,675 / \$1,810 per month Size: 728 x 90px File size: 100Kb max Format: Animated gif

MPU

£1,295 / £1,550 / \$1,685 per month Size: 300 x 250px + 93 x 93px thumbnail

File size: 100Kb max Format: Animated gif

DigitalRefining currently has an average of 31,000+* users a month, generating 96,895* page views per month.

It offers a number of interactive advertising options, which will not only help you increase your brand awareness, but also increase the volume of traffic back to your own website.

NB: Advertisements are displayed throughout the website, except on individual sponsors' pages.

NNOUNCEMENT

£945 / €1,135 / \$1,295 per month Size: 110 x 110px (static picture)

Descriptive text: 40 characters

Descriptive text: 40 characters **File size:** 100Kb max **Format:** gif

*Source 2 Aug to 3 Sept 2020

NEWSLETTER ADVERTISEMENTS



Know your operations inside out with real time process insight temmore



Articles

View all Articles

Troubleshooting premature tower flooding

(White Paper) - Thorough analysis of field data and tray hydraulics together with gamma scanning were key factors in the successful troubleshooting of premature flooding in a debutaniser. Flooding is defined....

Hydrogen - making the move from industrial gas to fuel

Our sun creates energy through the fusion reaction of hydrogen to form helium: that's been going on for millions of years. Here on earth, the use of hydrogen as an energy source commenced 227 years ago....

Hydrogen SMR energy efficiency optimisation

Steam methane reformers (SMR) are the most common hydrogen production technique in the oil and gas industry. Most of the installed base of SMRs is linked to refinery operations, with plans to build more to......

Enclosure heating leads to process heater failures

It has generally been assumed in energy process heaters that pins attaching heating elements to the power terminal do not generate heat on their own. That is why they are called cold pins. Engineers at......

Coke drum repair restores capacity

The mechanical integrity of processing units is key for oil refineries to deliver smooth operations and maximum productivity. When structural damage was affecting the performance of a delayed coker unit.....





Webinar

View all Webinars

LEADERBOARD ADS

Size: 640 x 90px **3RD**

File size: 100Kb max £1,095/€1,310/ Format: Animated gif \$1,430 per week

TOP 4TH

£1,295 / €1,550 / £995 / €1,195 / \$1,680 per week \$1,295 per week

2ND STH

£1,195 / €1,450 / £995 / €1,195 / \$1,550 per week \$1,295 per week

Newsletter example: https://bit.ly/3h6HMbJ

DigitalRefining's newsletter is distributed weekly to over 21,000+ registered users, and provides readers with links to the latest news, articles, videos, company/product literature and events.

It offers several leaderboard advertising options, perfectly positioned to help increase your brand awareness, as well as promote a new technology, product, service or event.