

DIGITAL REFINING

MEDIA DETAILS 2022

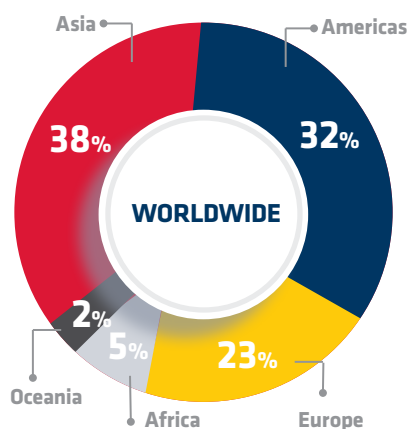


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READERSHIP

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.

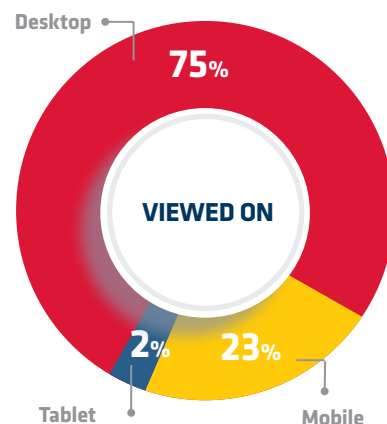


USERS PER MONTH
41,745*

SESSIONS PER MONTH
54,267*

PAGE VIEWS PER MONTH
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*Source 2 Aug to 3 Sept 2021



COMPANY PROFILE

Complete solution provider **SULZER**

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COMPANY PROFILE VIDEOS ARTICLES Q&A NEWS LITERATURE WEBINARS

Sulzer supports businesses in the Oil and Gas sector all over the world with solutions aimed at maximizing capacity, efficiency and performance. Our core strengths are flow control along with mass transfer. We specialize in separator and mixing technologies as well as pumping solutions and services for all types of rotating equipment.

The Chemtech division sets standards in the field of mass transfer and static mixing with its innovative, advanced solutions. Its product offering ranges from process components to licensing as well as complete process plants. Our customers also benefit from state-of-the-art engineering services for separation and reaction technology. To complement this, our tower field services can perform tray and packing installations, upgrades, tower maintenance, revamps, welding and plant turnaround projects. We can support customers all over the world, thanks to a network of over 50 production and 100 service sites around the globe.

Mass Transfer Components and Separation Technology
Supporting our customers with high-quality solutions is a key priority for Sulzer. This is why we offer the largest, most comprehensive range of mass transfer components and column internals, such as Trays, Distributors, Separators, Crystallizers, Coalescers, Dividing Wall Columns, Random and Structured Packings. Every product is carefully designed and tested to ensure top performance in order to maximize separation efficiency as well as column capacity.

Process Plant and Global Technology Business
When our customers need more than a single component, we can help them create entire plants along with the processing units they need. Sulzer develops and licenses entire process facilities for refinery and petrochemical businesses in the oil as well as the gas sector. Our comprehensive service includes initial concept design, computer-aided simulations, pilot testing, manufacturing and start-up. In addition, our Process Services teams can support customers by developing innovative, bespoke processes, conducting feasibility tests, debottlenecking studies and process validations.

Static Equipment Services
We believe that round-the-clock global support is fundamental to help our customers deliver peak performance to ensure maximum plant uptime. As a full-service provider, Sulzer is able to conduct diagnostic, turnaround, routine and emergency services, maintenance, repairs, revamps as well as upgrades. One of the key technologies that we have developed is CrodFuse™ for Automated Weld Overlay of columns, boilers and other vessels. This solution helps our customers maximize equipment service life while also increasing long-term resistance to corrosion and erosion.

Contact Sulzer
Sulzer's expert teams work closely with our customers to ensure we deliver the best solution and service, addressing specific requirements. Get in touch with us to discuss your intended application and how we can help.
Contact Us: dorota.zalozek@sulzer.com
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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.

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

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Three White Papers free of charge for lead generation.

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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


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, weekly newsletter, as well as print /online advertisements and LinkedIn.

On-demand versions are included on DigitalRefining and promoted for 12 months, providing a constant flow of GDPR-qualified leads: digitalrefining.com/webinars.html.

From our webinars, you can expect **250+ registrations** for the live version and **200+ GDPR qualified leads** from the on-demand version.

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

Decarbonization with hydrogen solutions



Demand for hydrogen is expected to increase up to ten-fold by 2035 when multiple industry reports predict 8-24% of the world's final energy demand will be met by hydrogen. Hydrogen has a unique ability to address "hard-to-decarbonize" sectors including refining, chemicals, steel, heating, long-haul transport, and long-term power storage – all of which currently produce significant CO2 emissions. To achieve this, hydrogen must be produced with significantly lower carbon intensity than is produced today.

Join us to learn how customized and integrated carbon capture and hydrogen purification technology can offer:

- The most cost-effective and proven routes to low carbon intensity hydrogen available today for both new and existing assets
- CO2 recovery rates of 99%+
- Tailored results to meet required H2 and CO2 purity requirements
- Single unit separation and liquefaction
- Solvent-free options with a smaller footprint.


Presenter:
William J. Szulc
Senior Offering Manager, Hydrogen
Honeywell UOP

EBLASTS

Our Eblasts are the perfect way for companies to promote a new product, service, technology or event. We have worked with many companies on campaigns that have produced excellent results.

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

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



Dear Reader,

As the already crowded and fragmented Asset Performance Management (APM) market is rapidly expanding with new entrants and value propositions, **selecting the right fit vendor** which reflects a firm's asset management strategy is now more challenging than ever.

Join this webinar as we profile the APM functionality as well as regional and industry coverage of 27 vendors and provide **6 key steps** to follow in order to shortlist the right technology provider on **September 23, 11am EST / 4pm BST**.

[Reserve your seat](#)

What's covered?

- An overview of the APM vendor market
- The key players and trends in the APM market
- Practical steps on how to select the right APM software provider

In addition to this you will also have the opportunity to engage in a **live Q&A** with the presenter.

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.

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. From our White Paper service you can expect an average of 151 GDPR qualified leads.

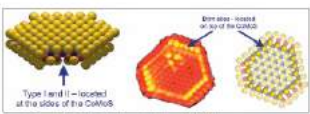
NB: After a month, they become a regular article on DigitalRefining.

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

Discovering hydrocracking units potential with pretreat and tailored hydrocracking catalysts

A refiner uses pretreat and hydrocracking catalyst to maximise heavy naphtha, kerosene, and diesel production with improved product properties

Xavier Ruiz Maldonado and Rahul Singh *Haldor Topsoe*
Pablo Dosdi *Manzano Cepiso*



The primary objective of hydrocracker pretreat catalysts are to remove organic nitrogen and sulphur, particularly basic nitrogen compounds, and to convert aromatic nitrogen compounds into a significant negative impact on the activity of hydrocracking catalyst and, consequently, on the performance of the hydrocracker. In addition, aromatic compounds are difficult to crack and, by saturating them with the pretreatment catalyst, the resulting naphthenes are much more easily cracked over the hydrocracking catalyst. The saturation of these aromatic compounds also provides a higher volume void which increases unit profitability.

Optimal catalyst performance does not depend on just one parameter, such as metal content or porosity, but also on characteristics of the support itself: the interaction between support and active metals, and the structure, acidity, porosity, and surface conformation of the media.

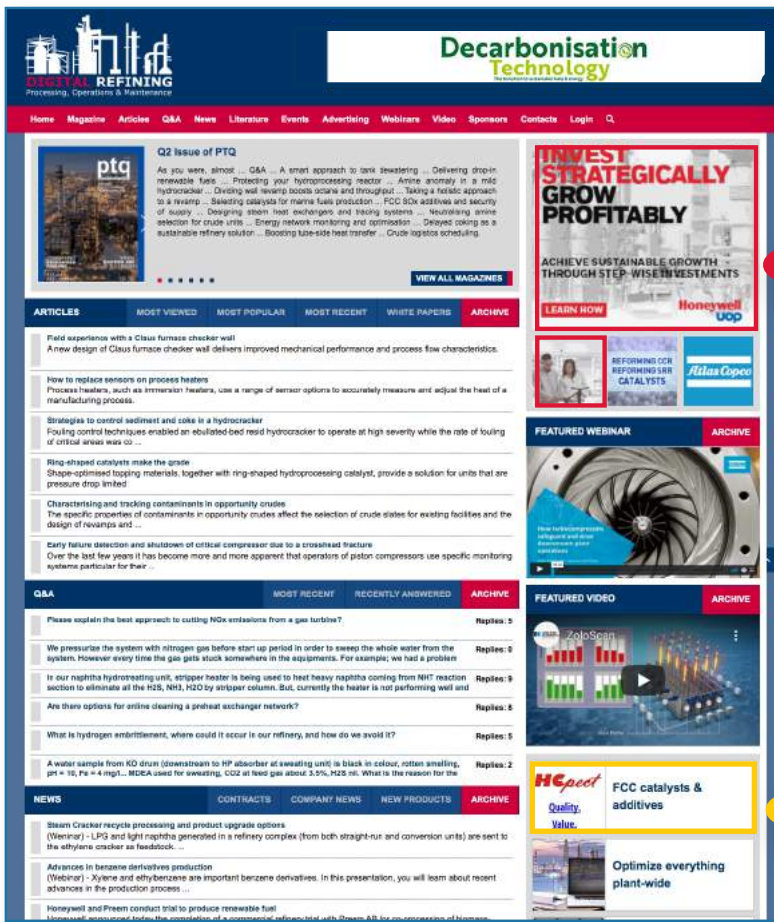
TK-011 HyBRM is one of Haldor Topsoe's latest HyBRM catalysts. Data from industrial operations in the hydrocracker (NH) at the La Ribera refinery of Compania Espanola de Petroleos S.A. (CEPSA) shows that TK-011 HyBRM... (text partially obscured)

The desired performance of Topsoe catalysts is a result of the company's product development and manufacturing techniques. As a part of its technical support, Topsoe uses customer feedback to guide catalyst development which addresses the objectives of various hydrocrackers, supporting continuous product improvement to meet the industry requirements.

In 1984, Topsoe's researchers published results showing that there was a modified Co-Mo-S structure with substantially higher activity per active site than traditional Co-Mo-S structures. The new structure was called Type I and Type II sites. In 2000, the company discovered another type of active site using scanning tunnelling microscopy (STM), which the researchers named "BRM" sites. These BRM sites are responsible for initial hydrogenation reactions, a key pathway to removing the most sterically hindered sulphur compounds, and are located on top of the Co-Mo-S (or Ni-Mo-S) sites.

As Figure 1 shows, the BRM sites are located close to the edges, where their p-electron clouds interact with the p-electron clouds of organo-sulphur reactants. This interaction allows the most difficult sulphur...

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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.

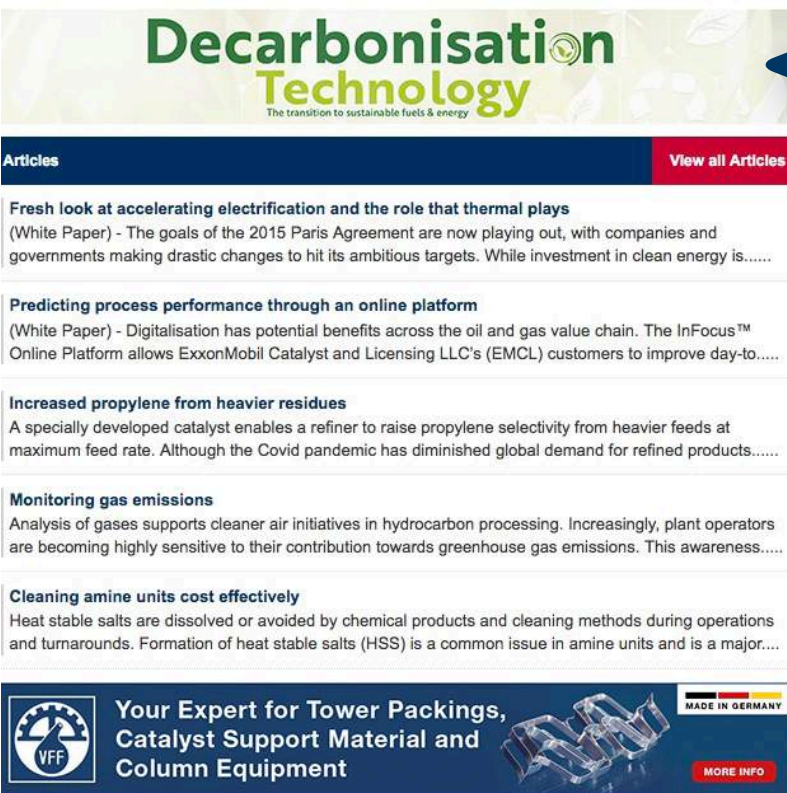
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*Source 2 Aug to 3 Sept 2021

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\$1,550 per week **\$1,295 per week**

Newsletter example: <https://news.metmailer-1.co.uk/inc27/Design/78ci-ajc2>

DigitalRefining's newsletter is distributed weekly to over 24,000+ 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.

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