DIGITAL REFINING

MEDIA DETAILS 2021

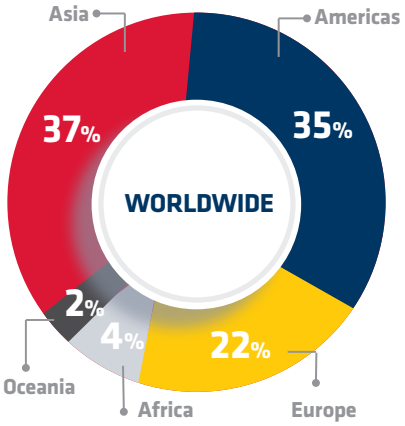


emap

COMPANY PROFILE | WEBINARS | EBLASTS | WHITE PAPERS | ADVERTISING

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.

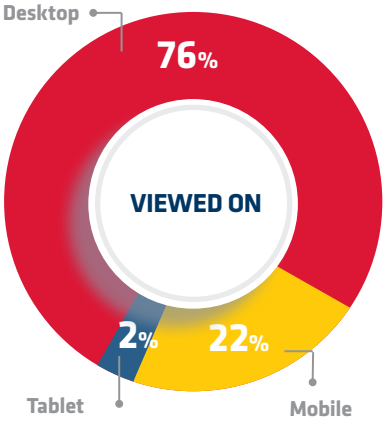


USERS PER MONTH
31,385*

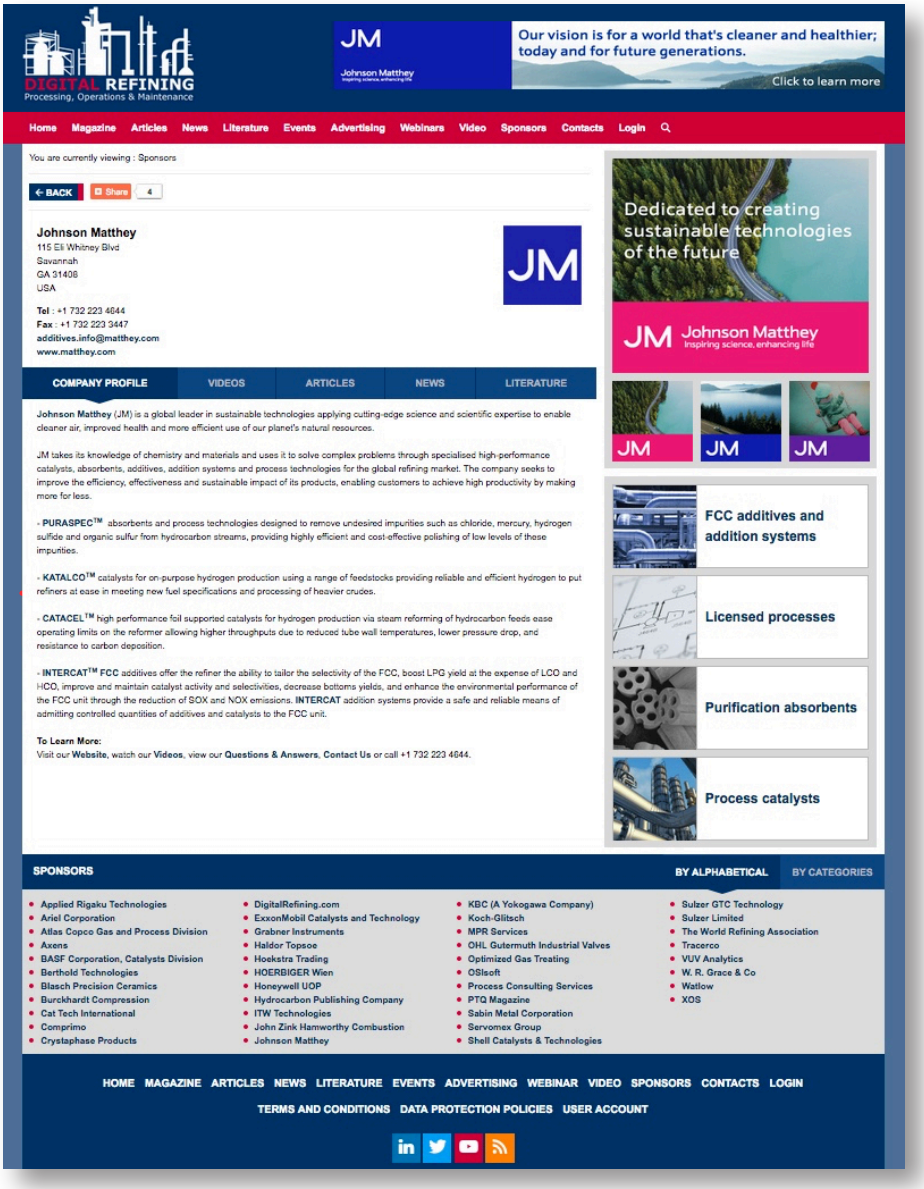
SESSIONS PER MONTH
41,420*

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

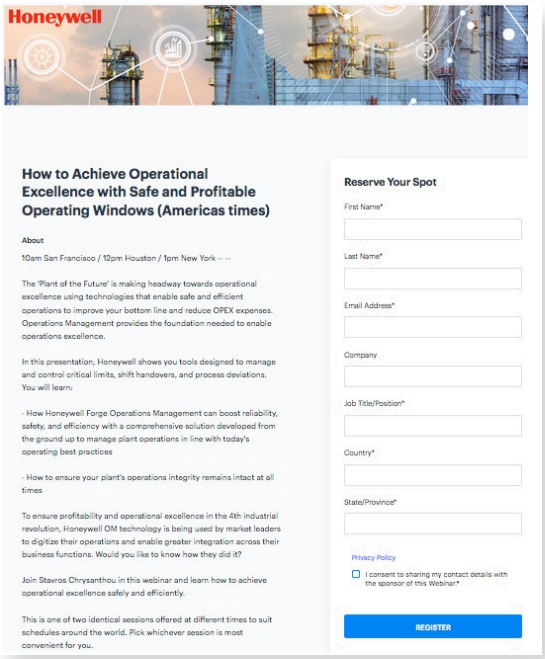
WEBINARS

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



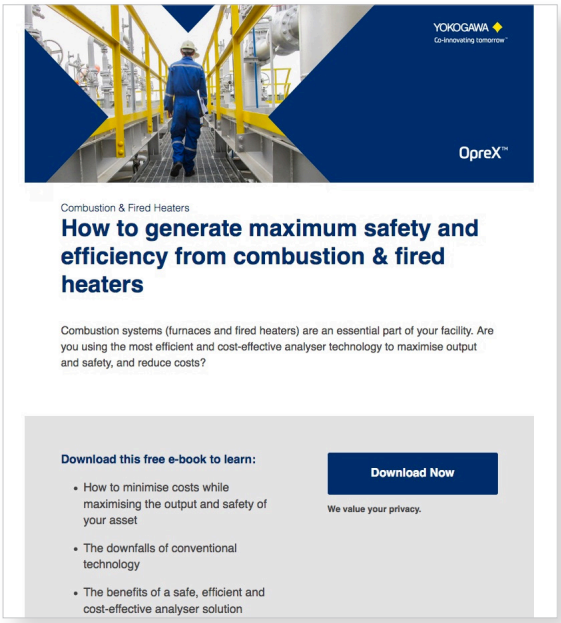
EBLASTS

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



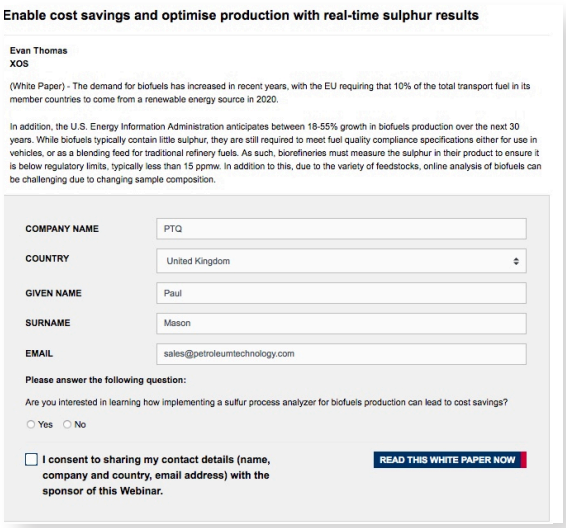
WHITE PAPERS

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.

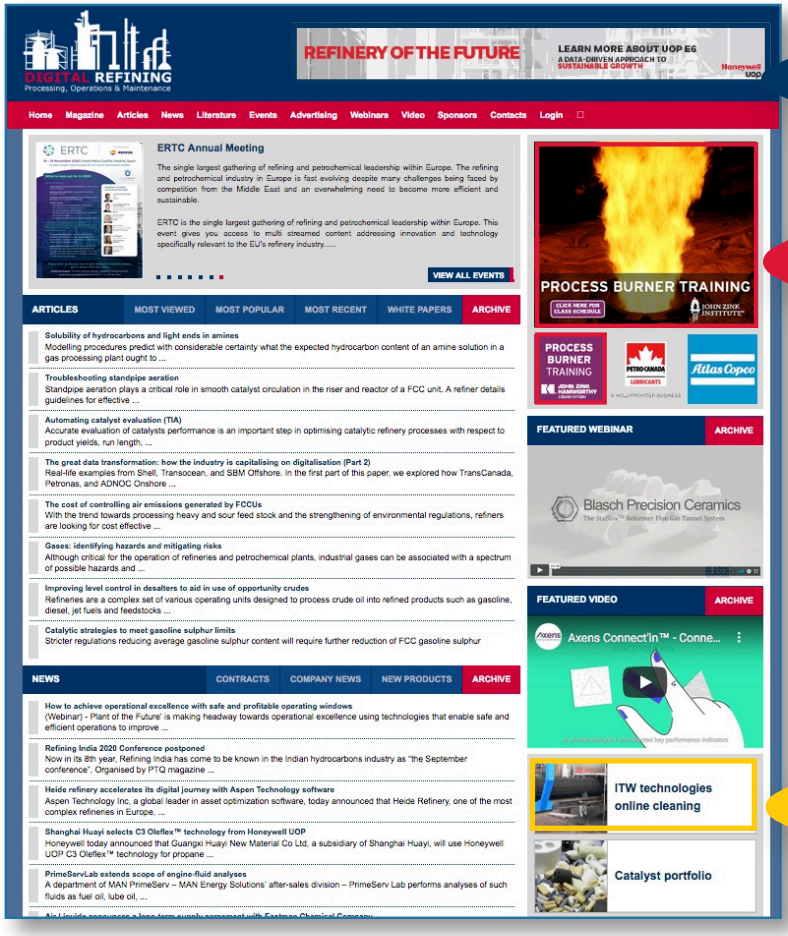
For lead generation, the person downloading the White Paper must answer a question provided by you and agree for their contact details to be sent to you. So far, our White Paper service has successfully delivered high volumes of qualified leads. The average response of the last 20 White Papers is 187.

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

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



HOME PAGE ADVERTISEMENTS



LEADERBOARD
£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.

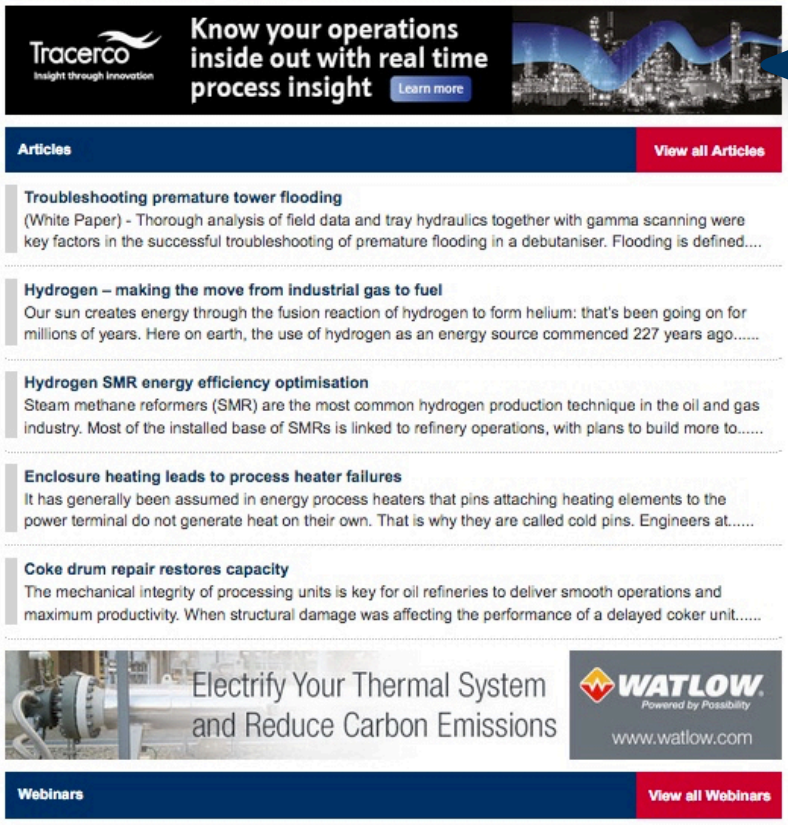
It offers a number of interactive advertising options, which will not only help you increase your brand awareness, but also increase the volume of traffic back to your own website.

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

ANNOUNCEMENT
£945 / €1,135 / $1,295 per month
Size: 110 x 110px (static picture)
Descriptive text: 40 characters
File size: 100Kb max **Format:** gif

*Source 2 Aug to 3 Sept 2020

NEWSLETTER ADVERTISEMENTS



LEADERBOARD ADS

Size: 640 x 90px
File size: 100Kb max
Format: Animated gif

TOP
£1,295 / €1,550 / $1,680 per week

2ND
£1,195 / €1,450 / $1,550 per week

3RD
£1,095 / €1,310 / $1,430 per week

4TH
£995 / €1,195 / $1,295 per week

5TH
£995 / €1,195 / $1,295 per week

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: https://bit.ly/3h6HMbJ

It has one leaderboard and three skyscraper advertising options, perfectly positioned to help increase your brand awareness, as well as promote a new technology, product, service or event.