

The background of the cover is a photograph of an offshore oil rig at sea during sunset or sunrise. The rig is a large, complex structure with a tall derrick and various platforms. A red crane is visible on the left side of the rig. The sky is filled with dramatic, colorful clouds in shades of orange, yellow, and blue. The water is dark and reflects the light from the sky. On the right side of the cover, there is a large, stylized graphic composed of several overlapping triangles in shades of blue and white, creating a geometric pattern that partially obscures the background image.

World Oil[®]

2024 **MEDIA PLANNER**

The Largest Global Audience of
Upstream Decision-Makers



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EXECUTIVE SUMMARY

Empowered to Innovate. Committed to Excellence.

At Gulf Energy Information (Gulf), we take pride in powering strategic decisions in the global upstream oil and gas industry with over a century of excellence. Our commitment to delivering high-quality technical content and market intelligence has established us as the most trusted B2B media resource in the upstream sector.

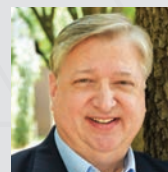
Through our innovative use of first-party data, we offer unparalleled insights that enable advertisers like you to engage more effectively with your target audience. Our platforms, including Global Energy Infrastructure and the Construction Boxscore Database, are at the forefront of market intelligence, providing precise, data-driven solutions for areas including CCS.

As we look ahead, we are excited to partner with you to enhance your marketing strategies. Whether your focus is on generating qualified leads, boosting brand visibility, or marketing your products, our experienced media consultants are equipped to tailor a program that guarantees results—be it readers, impressions, views, or leads.

EDITORIAL STAFF:



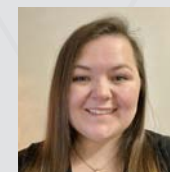
Lee Nichols
Vice President, Content



Kurt Abraham
Editor-in-Chief & Chief Forecaster



Olivia Kabell
Associate Editor



Bethany Fischer
Digital Editor



THE POWER OF FIRST-PARTY DATA

At *World Oil*, we utilize first-party data to provide unparalleled insights and targeted advertising solutions for the global upstream industry. This data offers a profound understanding of our audience’s behaviors, preferences, and needs, sourced directly from our engaged readers.

WHY FIRST-PARTY DATA MATTERS?

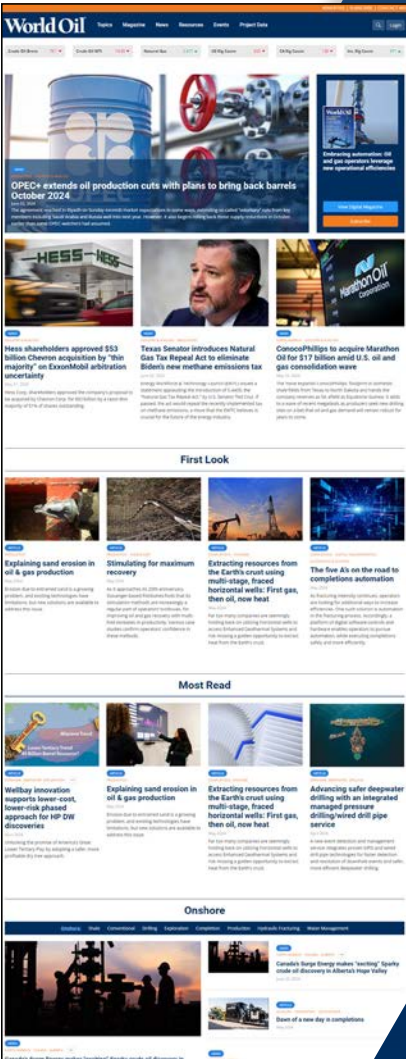
- Precision Targeting
- Enhanced Engagement
- Improved ROI
- Compliance and Trust

OUR FIRST-PARTY DATA CAPABILITIES

- Segmented Audiences
- Behavioral Insights
- Performance Tracking

At *World Oil*, our first-party data isn’t just a tool; it’s a foundational element of your marketing strategy, designed to align closely with your business goals and drive measurable outcomes.

Let us show you how our data can transform your advertising.



UPSTREAM AUDIENCE

MAGAZINE

19,506

Total Subscribers

8,475

US

11,031

Outside US

US: 43.5%

Outside US: 56.5%

WORLDOIL.COM

70,677

Users/Month

99,182

Sessions/Month

272,136

Pageviews/Month

US: 51.6%

Outside US: 48.4%

DAILY NEWSLETTER

40,281

Daily Distribution

27.1%

Open Rate

US: 33.1%

Outside US: 66.9%

SOCIAL MEDIA



39,083

LinkedIn Followers



86,687

Facebook Followers



139,145

X Followers



BRAND REACH (LEAD GEN)

61,796

Distribution/Emails

PODCASTS

277,307

Total Show Listens

10,382

Listens in the Last 30 Days

Magazine figure as of May 2023. Website, newsletter averages from January to June 2023. Social media, figures as of August 2023. Cumulative podcast figures as of June 2024. Cumulative figures are from all Podcast Network programs.

LEAD GENERATION PACKAGES

INTEGRATED CONTENT PACKAGE

Our premium lead generation packages offer 6-month campaigns to power your lead generation needs. These packages facilitate continuous lead generation over the life of the campaign extending the life of your webcast and additional content pieces.

2 Webcasts & 10 Content Pieces

Nurture Page / 2 Whitepapers / 2 Executive Summaries / 6+ Highlight Videos

Each webcast is moderated by a member of the *World Oil* editorial team and includes a 45-minute presentation followed by a Q&A segment. *World Oil's* AI-powered assistant leverages your webcast to generate additional content, which is hosted on a branded nurture page. Assets are promoted throughout the length of the campaign.

Continuous promotions through audience extension targeting:

- **WO Online Advertising:**
35,000 impressions/month
- **WO Social:**
8-10,000 impressions/month

Cost: \$59,995/Integrated Content Package

World Oil® WEBCASTS



LIVE WEBCAST

972
Leads/
Content Package*

50%
Increase in leads with
World Oil's on
demand packages

**Publish to nurture
page to continue the
hyperpersonalized
journey**



*Expected leads are based on average leads from two gated webcasts and two whitepapers.

LEAD GENERATION

SINGLE-SPONSOR WEBCAST - PREMIUM

Webcasts are our premier lead generation tool. Each webcast is exclusively sponsored, managed by a dedicated coordinator, and presented by a member of the *World Oil* editorial team. These sessions include a 45-minute presentation followed by a Q&A segment, ensuring interactive engagement. Moreover, the recorded webcast will be accessible on-demand for up to 12 months, maximizing your reach.

Create and promote nurture page for 1 month post event:

- Native ad in newsletter for 1 week
- Executive summary (sponsored content in newsletter)

Cost: \$22,680/Webcast

Ongoing Lead Generation campaigns available for BOTH Premium and Lite webcast packages

For \$4,995/month, *World Oil* will continue promotions for up to 12 months through targeted audience extension packages consisting of:

WO Online Advertising



25,000

Impressions/Month

WO Social Media



8,000 -10,000

Impressions/Month

323+

Leads/Webcast¹

SINGLE-SPONSOR WEBCAST - LITE

Webcasts are our premier lead generation tool. Each webcast is exclusively sponsored, managed by a dedicated coordinator, and moderated by a member of the *World Oil* team. These sessions include a 30-minute presentation. Moreover, the recorded webcast will be accessible on-demand for 3 months, maximizing your reach.

Cost: \$12,000/Webcast

Webcasts can be pre-recorded for a \$1,500 surcharge. All pricing is net.

1) Average 2024 webcast registration is 323 as of June 2024. This average reflects pre-event promotions. A 25% increase in total leads is expected with an ongoing lead generation program, which will include one whitepaper generated from the webcast. Results will vary based on the length of each on demand campaign.



LEAD GENERATION

SPONSORED-PANEL WEBCAST

World Oil's sponsored panel webcasts bring subject matter experts together to address a specific topic. Each sponsor provides one speaker and may suggest two others. *World Oil* does the rest. Once confirmed, each company's 10–12-minute presentation is delivered live, followed by a live Q&A session for all speakers.

World Oil will create and promote a nurture page for 1 month post event:

- Native ad in newsletter for 1 week
- Executive summary (sponsored content in newsletter)

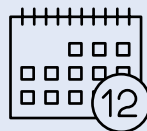
Example topics include::

- > Hydraulic Fracturing
- > Drilling Innovations & Technology
- > Artificial Lift & Production Optimization

\$8,390/Sponsor

Ongoing Lead Generation

For \$4,995/month, *World Oil* will continue promotions for up to 12 months



LEAD GENERATION

EBOOKS

Don't have content? Allow *World Oil* to create a topical eBook featuring your company as the sponsor! Our editorial team will curate a selection of 10-12 articles previously published in *World Oil*, focusing on a topic of your choice. As a sponsor, your company will be prominently recognized on the eBook's cover and through a full-page advertisement inside. Additionally, you will receive contact information for all registrants. Each eBook is vigorously promoted via a three-month multi-channel campaign designed to generate qualified leads. Recent topics include:

- > **Electrification:** Technologies and innovations that advance the upstream industry– 75 leads
- > **Flaring:** Technologies and innovations that advance the upstream industry– 182 leads

Contact us to start your custom eBook today.



SINGLE SPONSOR
\$26,250

MULTI-SPONSOR
\$10,500

BRAND REACH



60,687

Distribution/Email

Our Content. Your Leads.

All pricing is net.



LEAD GENERATION

WHITEPAPERS

Your whitepaper will be prominently featured to *World Oil's* discerning audience through a monthly promotional email. We capture leads using a custom landing page tailored for each whitepaper, and these valuable contact details are promptly provided to the sponsor for follow-up and engagement. *World Oil's* first-party data can be leveraged to target promotions to desired industry segments or geographically.

Program Details

- > Listing on WorldOil.com (title, company logo and whitepaper synopsis)
 - > A custom-built registration form including name, title, company, contact information, and email address.
 - > *World Oil* featured whitepapers are promoted through a monthly email blast.
- Leads can be provided in Excel or .CSV format.

PRICE PER WHITEPAPER

\$5,735

BRAND REACH



60,697

Distribution/Email



30

Leads/Whitepaper

Stretched for time? *World Oil* can lay out your whitepaper for \$1,000. Text to be provided in Microsoft Word with accompanying figures clearly marked and submitted in JPEG/PNG format. All pricing is net.



TAILORED BRANDING SOLUTIONS

Craft a powerful, multi-channel campaign with *World Oil*. Our strategic, multi-channel branding solutions are designed to connect you directly with key decision-makers in the global energy industry.

STRATEGIC MEDIA PLACEMENTS



GOLD

- > MPU on WorldOil.com (75,000 impressions)
 - > MPU on daily newsletter (two weeks)
 - > Full page in *World Oil*
- Cost: \$17,745**



SILVER

- > MPU on WorldOil.com (50,000 impressions)
 - > MPU on daily newsletter (one week)
 - > Full page in *World Oil*
- Cost: \$12,070**



BRONZE

- > MPU on WorldOil.com (25,000 impressions)
 - > MPU on monthly newsletter of choice
 - > Half page (horizontal in-article) in *World Oil*
- Cost: \$6,155**

AUDIENCE EXTENSION

Craft campaigns that increase audience engagement across multiple touchpoints.

World Oil's audience extension program offers advertisers significant benefits by reaching a highly qualified audience across the internet. With user consent, visitors to our site are flagged to receive your ads strategically as they browse other sites. This program ensures balanced ad exposure, limiting to three ads per day, and excludes users after 30 days of no interaction, delivering your brand message effectively without being intrusive.



DOMINANT

- > 75,000 Impressions/Month
- Cost: \$12,864**



COMPETITIVE

- > 50,000 Impressions/Month
- Cost: \$8,576**



PRESENCE

- > 25,000 Impressions/Month
- Cost: \$4,288**

Audience extension campaigns include a three-month minimum with an auto-renew at 75 days.



World Oil

Billboard
or
Large Leaderboard

Leaderboard

MPU

MPU

TARGET YOUR CAMPAIGN PRECISELY WITH *WORLD OIL*

Reach the core of the upstream industry’s decision-makers with *World Oil*’s advanced targeting capabilities. Tailor your campaign to connect with those who have a genuine interest in your offerings. Our targeting options include:

- > Job Title/Function
- > Company Type
- > Behavioral Interests
- > Geographical

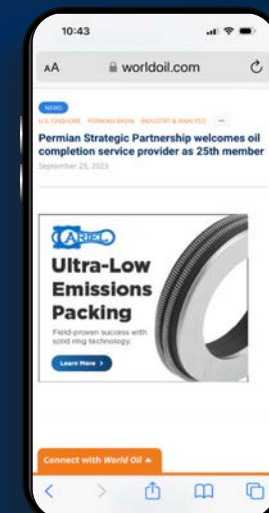
Avoid unnecessary expenditure on unqualified impressions. Launch your targeted campaign with *World Oil* today. Campaign rates begin at \$375/CPM with a guaranteed number of impressions, starting at a minimum commitment of \$3,675/month.

	Sizes	100,000 impressions	50,000 impressions	25,000 impressions
Billboard	970x250 (Regular) 320x50 (Mobile)	\$13,645	\$10,905	\$6,815
Large Leaderboard	970x90 (Regular) 320x50 (Mobile)	\$11,710	\$9,370	\$5,855
Leaderboard	728x90 (Regular) 320x50 (Mobile)	\$10,720	\$8,580	\$5,360
MPU	336x280 (Regular) or 300x250 (Regular)	\$9,650	\$7,720	\$4,825
Mobile Only	320x50 (Mobile)	\$6,880	\$5,505	\$3,440

70,677
Users/Month

99,182
Sessions/Month

272,136
Pageviews/Month



NEWSLETTERS:

Harness the power of first-party data with *World Oil's* newsletters, designed to target the upstream oil and gas industry’s most engaged professionals. Tailor your ads to match subscriber interests and preferences, ensuring maximum relevance and impact. This focused approach boosts campaign effectiveness and ROI by connecting your message with key decision-makers.

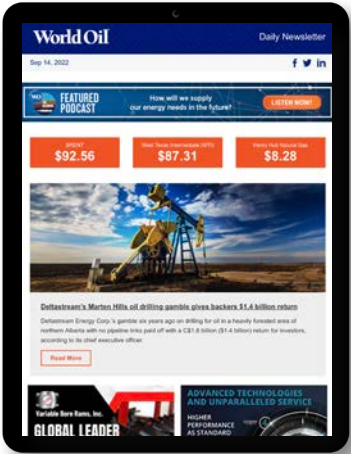
DAILY NEWSLETTERS

World Oil Daily News

Delivered Monday-Friday
Recipients/Week: 201,090
Open Rate: 27.04%

Weekend Roundup

Delivered Saturday
Recipients/Week: 39,868
Open Rate: 27.33%



MONTHLY NEWSLETTERS

Breaking News

Recipients/Email: 39,393
Open Rate: 28.11%

Onshore Focus

Recipients/Email: 21,859
Open Rate: 23.26%
*Delivered Monthly,
First Thursday*

Digital Transformation

Recipients/Email: 15,538
Open Rate: 29.25%
*Delivered Monthly,
Second Thursday*

Energy Transition

Recipients/Email: 18,188
Open Rate: 28.40%
*Delivered Monthly,
Third Thursday*

Offshore Focus

Recipients/Email: 20,699
Open Rate: 22.46%
*Delivered Monthly,
Fourth Thursday*

Newsletter	Leaderboard 728x90	MPU1 336x280	MPU2 336x280	MPU3 336x280	MPU4 336x280	MPU Native 336x280
WO Daily News (per week)	\$5,210	\$4,120	\$4,120	\$3,280	\$3,280	\$4,730
WO Weekend Roundup (per week)	\$2,325	\$2,050	\$2,050	\$1,540	\$1,540	\$2,350
WO Breaking News (per month)	\$3,620	N/A	N/A	N/A	N/A	N/A
Monthly Newsletters	\$3,060	\$2,795	\$2,795	\$2,130	\$2,130	\$3,215

CUSTOM NEWSLETTERS & EXCLUSIVE SPONSORSHIP

Don't see a relevant topic listed? Work with the editorial team to develop and customize a newsletter and targeted distribution list. Contact your account manager for details.
Additional titles can be added for \$3,675/brand

PRICE
STARTS AT

\$9,055

PODCASTS:

Unlock Unparalleled Exposure Through Podcast Sponsorship

In today’s evolving energy landscape, positioning your brand in industry discussions is crucial. Sponsor episodes, seasons, or special series with us to align with thought leadership and expertise. Here’s why our sponsorship is transformative:

- > **Elevate Your Brand:** Become synonymous with innovation and insight. Our content engages and educates, showcasing your expertise.
- > **Strategic Exposure:** Access our dedicated audience of professionals and decision-makers, ensuring visibility beyond traditional advertising..
- > **Customized Integration:** Our packages offer integrated content, creating an engaging experience for our audience.
- > **Flexible Options:** We offer tailored sponsorship options to meet your objectives

Sponsor with us to elevate your brand in the energy sector and shape the future of energy, one story at a time.

Sponsorship Type	Description	Cost
Episode Sponsorships (Audio Ad Read)	20-second blurb read prior to each episode	\$4,000/per month (6 month minnimum)
Episode Sponsorships (Audio Interview)	Interview with SME and WO moderator	\$5,750/episode
Episode Sponsorships (Video Interview)	Interview with SME and WO moderator	\$9,995/episode
Special Series Sponsorship	10-episode season. Sponsor provides content, WO provides moderator	\$50,000/season

**For episode sponsorships, headshots, bios, and company logos are required from the sponsor.*

! All episodes are marketed throughout *World Oil's* website, newsletters, social media and targeted e-blasts.

Podcast listener stats as of September 2023. All pricing is net.
Cumulative podcast figures include World Oil Deep Dive’s special series as of June 2024. All pricing is net.




10,382
Listens in the Last 30 Days


277,307
Total Show Listens



 LISTEN NOW!



SPONSORED CONTENT

Enhance your brand's visibility and authority with *World Oil's* Sponsored Content solutions. By placing your expertly crafted content on *WorldOil.com*, you tap into a highly engaged audience of industry professionals. Your sponsored articles will not only be prominently featured on our website but also included in our well-read newsletters, ensuring that your message reaches a broader audience.

To further amplify your reach, we promote your sponsored content across our social media channels, leveraging our substantial follower base. This multi-channel approach ensures continuous visibility and engagement, elevating your brand's presence and credibility in the industry. By aligning your message with our trusted platform, you benefit from increased brand awareness, enhanced reputation, and a stronger connection with key industry decision-makers.

Choose *World Oil's* Sponsored Content to position your brand as a thought leader in the energy sector and connect with decision-makers who matter.

NEED HELP WITH CONTENT? LEVERAGE THE WO CONTENT STUDIO

World Oil's impactful technical case studies are highly specialized and complex, making them time consuming to write. The WO Content Studio is your opportunity to present your real-world solutions to qualified industry professionals while leveraging *World Oil's* experienced editorial team. Partner with the WO Content Studio's qualified technical writers to leverage their in-depth industry knowledge for your benefit. Annual subscriptions are available.

> From \$5,885/article

FEATURED ARTICLE

Promote your editorial content in *World Oil* with a sponsored article. Guaranteed placement on WorldOil.com, newsletters, and social media.

> From \$3,675/article



39,083

LinkedIn Followers



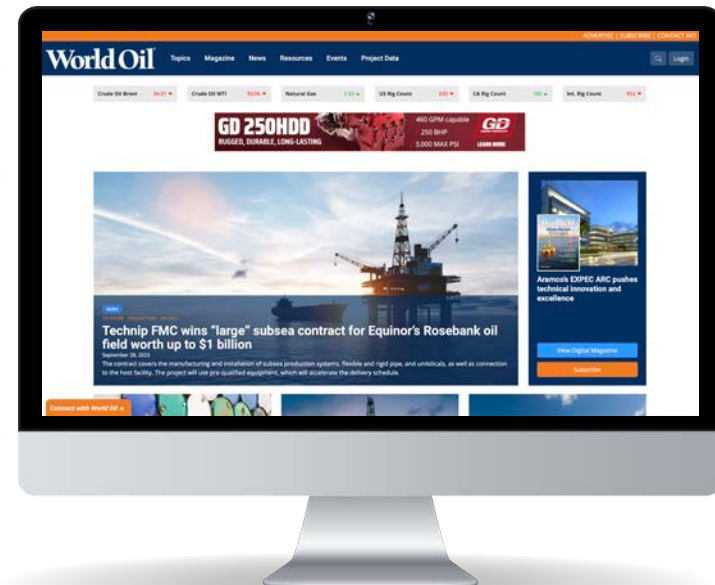
86,687

Facebook Followers



139,145

X Followers



DIGITAL MAGAZINE

Enhance your brand visibility by advertising in *World Oil*, the industry's premier technical media. Our digital edition is crafted for optimal user experience and accessibility, ensuring your advertisements are showcased alongside top-tier editorial content. Select from prime placement options or align your ads with specific editorial themes each month, maximizing relevance and impact.

2024 GLOBAL ADVERTISEMENTS

Size	Orientation	Cost/Issue
Full Page	Vertical	\$5,775
Half Page	Vertical	\$4,510
Half page (in-article)	Horizontal	\$4,070

PREMIUM SPONSORSHIPS

Digital Edition Sponsorship	Left Skyscraper	\$5,245
	Right Skyscraper	\$5,245
Leaderboard	Bottom of Page	\$4,195

19,506

Total Subscribers

43.5% US 56.5% OUS

305%

Increase in unique visits over 6 months

All pricing is net.

PAGERAFT

Full Page ad

Skyscraper

Half Page Vertical ad

Leaderboard

Half Page Horizontal ad

VIEW DIGITAL ISSUE

2024 EDITORIAL CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Issue Focus					
Hydraulic Fracturing Pressure pumping Remote operations e-Fracs Fracturing fluids	98th Annual Forecast & Review U.S. forecast & review Canadian outlook Worldwide drilling & production report	Sustainability CCUS Field life extension P&A optimization Net zero operations	Offshore Technology Electrification Subsea systems/tiebacks Late-life field mgt. Fast-track development	Well Completion Technology Horizontal completions Multi-stage fracturing Plug & perf Data & imaging	Artificial Lift Advances ESPs & PCPs Beam/rod pumping System designs Robotics & A.I.
Technical Case Histories					
Managed Pressure Drilling	Drilling Technology	Coiled Tubing	Formation Evaluation	EOR/IOR	Production Optimization
Onshore Focus					
Shale Technology	Marcellus/Utica	Robotics & A.I.	Permian Basin	Shale Technology	G&G Technology
Offshore Focus					
G&G Technology	Brazil	Deepwater/Subsea	Gulf of Mexico	Subsea Technology	Decommissioning
Energy Transition					
Digital Transformation	ESG	Cybersecurity	Offshore Wind	Sustainability	Digital Transformation

All advertising space must be received by the 15th of the prior month with creative delivered by the 20th.

2024 EDITORIAL CALENDAR

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Issue Focus					
Permian Basin Technology Oilfield electrification Water management Drilling, completions & production	Offshore Operations Subsea Tiebacks Decommissioning Optimized Development	Upstream Practices Technical trends Project design Equipment/services availability	Advances in Drilling Laterals Automation & Control Directional drilling Data analytics	Advances in Production Automation & Control Subsea production Secondary recovery & EOR	Well Control & Intervention Blowout control Light well intervention Coiled tubing
Technical Case Histories					
Unconventional Resources	G&G Technology	Global Mid-Year Forecast	Reservoir Management	Water Management	Drilling Rig Innovations
Onshore Focus					
Shale Technology	EOR/IOR	e-Drilling & Rigs	Middle East	Shale Technology	G&G Technology
Offshore Focus					
Guyana & Suriname	Arctic	FPSO Technology	Decommissioning	Deepwater/Subsea	LNG
Energy Transition					
LNG	Sustainability	ESG	Carbon Capture	Robotics & A.I.	Digital Transformation

All advertising space must be received by the 15th of the prior month with creative delivered by the 20th.

VIDEOS

Video content is becoming the go-to resource for technical and educational information, making it an essential tool for building trust, enhancing conversions, and encouraging social sharing. *World Oil's* video marketing service allows you to capitalize on this trend by reaching our audience with a focused presentation of your solution’s functionalities, features, and benefits.

Video Marketing Package Highlights:

- > **Placement:** Your client-provided videos will be prominently listed on WorldOil.com.
- > **Promotion:** Videos are featured in our monthly Resources Newsletter, driving significant awareness and engagement.

PRICE PER VIDEO

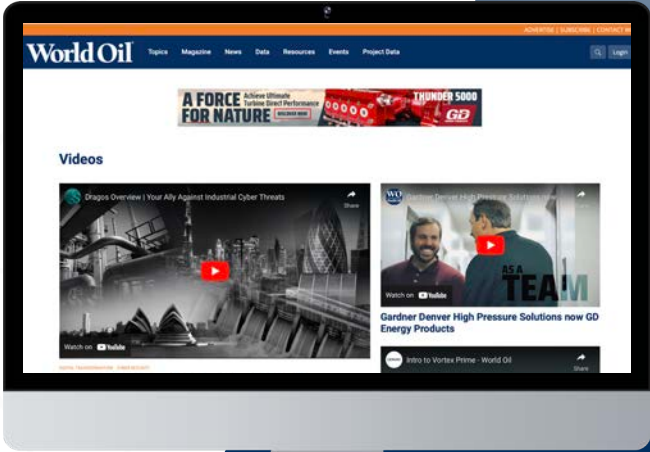
\$7,820

TECHNICAL INTERVIEWS

Elevate your content’s impact with *World Oil's* video interview feature. Transform your published article into a dynamic 15-minute video interview with the author, showcased prominently on our homepage. This engaging format not only amplifies the message but also enhances visibility for both the author and their company. Promoted across *World Oil's* extensive media channels, this service generates significant engagement, connecting your insights with a wider audience and reinforcing your brand’s authority in the industry.

PRICE PER MONTH

\$10,625



SPONSORED SURVEYS

Enhance your market insights with *World Oil's* exclusive survey service. Craft 6-7 proprietary questions along with 2-3 open-ended ones to gauge the pulse of our readership. The survey carries the *World Oil* brand and maintains the anonymity of the sponsor, but you will receive comprehensive results.

> From \$8,065/survey

SPONSORED SURVEY WITH LEAD GEN

World Oil offers a specialized lead generation service through targeted surveys focused on specific categories like Drilling, Artificial Lift, or Oilfield Electrification. Participants in these surveys are informed at the conclusion that they will receive the consolidated results for free, courtesy of the sponsor(s), for a limited time. This approach waives the standard \$3,500 fee, adding value for participants and creating a strong incentive for engagement. This service not only gathers precise data but also directly connects sponsors with highly targeted leads interested in specific industry segments.

> From \$10,710/survey

CAMPAIGN BENCHMARK STUDY

World Oil enhances the value of regular advertising partnerships by offering benchmarking through pre- and post-campaign surveys. This service allows advertisers to measure the effectiveness of their campaigns over a specified period. By comparing data from before and after the campaign, we provide a detailed final report that delivers verifiable insights into the impact of your advertising efforts. This tool is invaluable for assessing campaign performance and strategizing future marketing initiatives.

> From \$5,355/survey

SOCIAL MEDIA AUDIENCE EXTENSION



39,083

LinkedIn Followers



86,687

Facebook Followers



139,145

X Followers

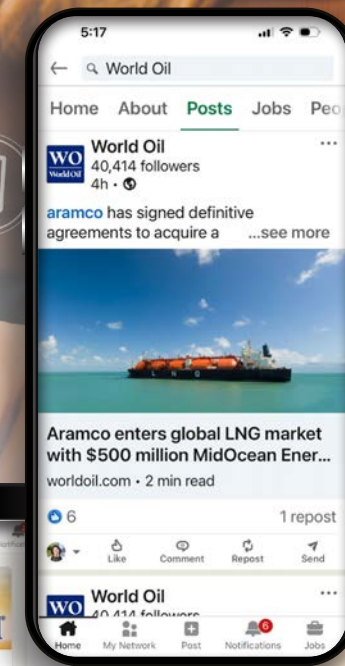
Social media is a cornerstone of *World Oil's* brand engagement strategy, connecting with a globally dispersed, highly engaged audience. Our Social Media Audience Extension Package integrates seamlessly into your advertising campaign, offering direct access to *World Oil's* audience. This package ensures your campaign resonates across the digital landscape, amplifying your message and driving effective engagement.

Social media audience extension campaigns carry a 3-month minimum with auto-renewal after 75 days. From \$160/CPM.

Prefer to have the *World Oil* content post for you, we can deliver your content across all three social media channels for one simple price per month.

PRICE PER MONTH

**\$3,675/
ONE POST
PER CHANNEL**



MAGAZINE ADVERTISING SPECS

Assets can be provided in JPG, PNG or PDF format, cropped as desired for final display. Alternatively, a GIF file under 1 MB can be used, but is only recommended if supplying an animation. All files need to be at least 150 dpi. We can easily resize a print-format PDF for you.

Full Page Between Articles

8.125 in. x 10.875 in. (at least 1485 x 1988 pixels and at least 150 dpi)

Half Page Between Articles (Vertical)

4 in. x 10.875 in. (at least 732 x 1988 pixels and at least 150 dpi)

Half Page in Article (Horizontal)

7 in. x 4.75 in. (at least 1280 x 872 pixels and at least 150 dpi)

Skyscraper

160 x 600 pixels

Leaderboard

728 x 90 pixels



Other Acceptable (but billable) Materials: Contact Publisher.

Upgrades: Contact Publisher for specifications on upgrades and sponsorship materials.

Material Submission

Email digital files to Advertising Production at
AdProd@GulfEnergyInfo.com.



ONLINE SPECIFICATIONS

WORLDOIL.COM CREATIVE

Types: .GIF, .JPG, .PNG, Third Party Tags; File Size: Max 100KB;
There is no limit to animation as long as it stays under 100kb

WORLD OIL NEWSLETTERS

.GIF or .JPG file only. Include URL for where the display ad should direct. For special focus, please submit three ads (728*90, and two 336*280) and an article in Microsoft Word. Newsletter file size limit is 300kb. Native ads fit in the MPU slots and can include a 336*80 image, header (100 characters) and intro 150 characters).

ONLINE VIDEOS

Videos should link to advertiser's YouTube account. Format and Size is automated to fit the website through the embed code. The video should be set to Public or Unlisted. For clients without a YouTube account, *World Oil* can host your video on its channel.

SPONSORED CONTENT

- > LinkedIn: 1920x1080
- > Facebook: 2048x1149
- > X: 1024x512

AUDIENCE EXTENSION

- > Required Ad Sizes:
728x90, 300x250, 160x600, 320x50, 300x50

PODCASTS

- > Speaker Headshot, Speaker Name and Title, Company Logo in EPS.

WEBCASTS

- > 100-word overview
- > Speaker name, title, bio and headshot (2 in. x 2 in., 300 dpi in JPEG)
- > Company logo (EPS)
- > Three questions for registration page

EBOOKS/WHITEPAPERS

- > Title
- > 50-word description
- > Company logo (EPS)

SOCIAL MEDIA

- > 50-word text
- > JPG image (1200x628) (not clickable)
- > Tracked URL
- > Facebook 1200x620
- > X 1600x900
- > LinkedIn 1200x628
- > Link Preview also accepted

SUBSCRIPTIONS AND MARKET INTELLIGENCE

World Oil, established in 1916, delivers the latest information and insights for the exploration, drilling, completion and production sectors of the offshore and onshore oil and gas industry.

Full Access

With *World Oil's* Full Access Plan you'll get unlimited access to all the industry-leading content, including:

- > Monthly issues of *World Oil* (delivered digitally)
- > Exclusive drilling forecast data by state, country, and region
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London, UK
April 2024

**MCEDD: Deepwater Synergy:
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April 9-11, 2024

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