



DOWNSTREAMTODAY

Your Refining, Petrochem, Pipeline and LNG Destination

2016 MEDIA GUIDE

Top 4 Downstream Sites

51%

DownstreamToday.com

DownstreamToday is the #1 news and jobs site dedicated to covering the downstream sector.

27%

hydrocarbons-technology.com

14%

hydrocarbonprocessing.com

8%

pipelineandgastechnology.com

source: compete.com

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DownstreamToday is the most comprehensive information source available online serving the refining, petrochemical, pipeline, LNG, and related industries. More than 300,000 unique visitors depend on DownstreamToday — the only site dedicated to downstream professionals — as a vital resource for:



Industry News

Tens of thousands of industry professionals rely on the DownstreamToday news service each week to follow the latest developments in the refining, pipeline, terminal/storage, petrochemical, and LNG industries.



Projects Database

DownstreamToday draws a crowd to the Projects area with the most comprehensive, freely available industry projects database in the world. Tracking construction projects from refineries to petrochemical plants to pipelines has never been easier.



Job Board

DownstreamToday boasts the most popular job board in the industry, with more than 500 new jobs posted every month. DownstreamJobs gives recruiters access to the only niche job board available in the downstream space.



More Attractions

DownstreamToday's comprehensive bookstore, industry glossary, and numerous eNewsletters also attract visitors. Leverage the reach of DownstreamToday for your marketing efforts.



Advertising with DownstreamToday

DownstreamToday serves as a virtual one-stop shop for news, project information, books, and job leads in the downstream sector. Let our reach within the global downstream community work for you. We offer a number of options to serve your individual needs.



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Website Ad Products

DownstreamToday Sponsorship

The DownstreamToday Sponsorship package is the best way to promote your company to the community of engineering and construction professionals that frequent the DownstreamToday web site. The package is designed to give your company the best level of exposure possible, and it includes ads and promotional opportunities in a variety of formats. The DownstreamToday sponsorship includes the following elements:

Advertiser logo on DownstreamToday Homepage

Advertiser logo in the Weekly and Daily
DownstreamToday.com Email Newsletters

Homepage Ad rotating on the DownstreamToday
Homepage

Square Poster Ad rotating on articles pages
within the DownstreamToday News Section

Wide Banner Ad rotating on articles pages within
the DownstreamToday News Section

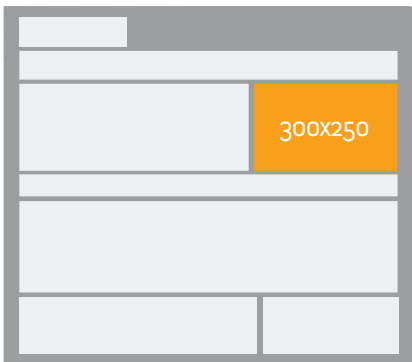
Sponsorship Details

Ad Run

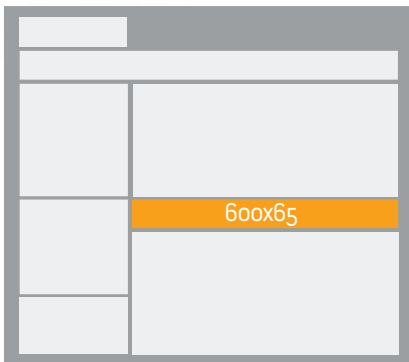
Sponsorship Details	Ad Run
DownstreamToday Homepage Ad	2 weeks
Wide Banner Ad	2 weeks
Square Poster	2 weeks

\$5,800 per
month

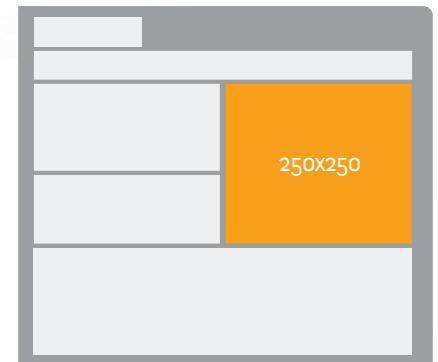
DownstreamToday Homepage



Wide Banner



Square Poster





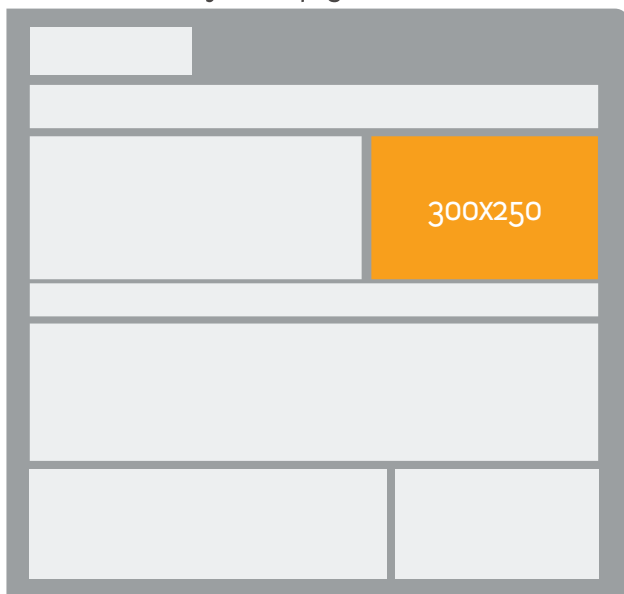
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Website Ad Products

DownstreamToday Homepage Ad

DownstreamToday Homepage



Dimensions	300x250 (width by height)
Maximum File Size	80KB Flash, 25K Other
Accepted Formats	Flash SWF, JPG, GIF
Linking URL	Active link required, no longer than 128 characters

The DownstreamToday home page is one of the most visited, most visible web pages in the downstream oil and gas industry. By sponsoring this page you command DownstreamToday's premier advertising position and can be sure your marketing material will be seen by the largest, most influential cross section of the downstream petroleum sector.

\$ Product Pricing

Premier visibility on the DownstreamToday Homepage

Surrounded by the elite names in the O&G industry

Rotating presence of company logo

+ Additional Information

The DownstreamToday Homepage Banner can only be purchased as part of the DownstreamToday Sponsorship.

Good to Know...

Each homepage unit includes a logo that continually rotates on the DownstreamToday homepage for the life of the campaign.



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Website Ad Products

Wide Banner

The Wide Banner allows you to reach a highly targeted downstream oil and gas industry audience effectively and affordably. Placed at the bottom of all DownstreamToday articles and in other positions within the news section, Wide Banners are run-of-site ad products that give you an instant impact across the DownstreamToday News section. Designed with flexibility and ease-of-use in mind, your Wide Banner campaign can be tailored to your time and budgetary needs, and since we limit the number of advertisers using the space at any one time you are always assured of plenty of impressions and plenty of impact!

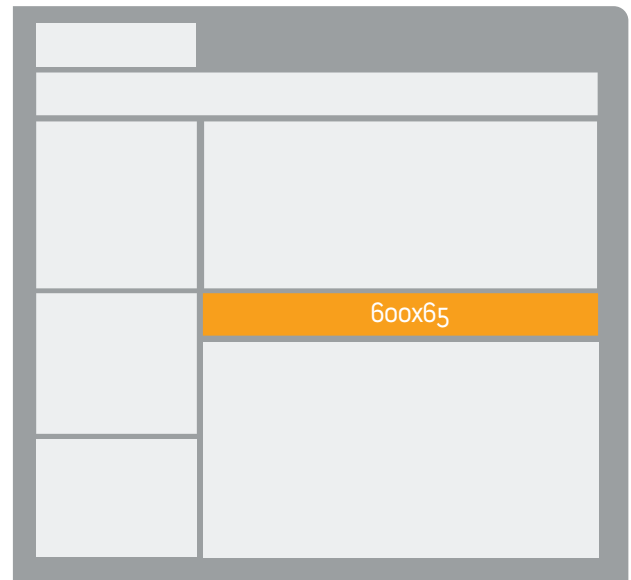
Product Pricing

Prime position near popular content on a variety of pages

Unit is displayed throughout the Downstream Today News section and elsewhere

\$2,000 per month

Inside DownstreamToday



Dimensions	600x65 (width by height)
Maximum File Size	25KB Flash, 25K Other
Accepted Formats	Flash SWF, JPG, GIF
Linking URL	Active link required, no longer than 128 characters



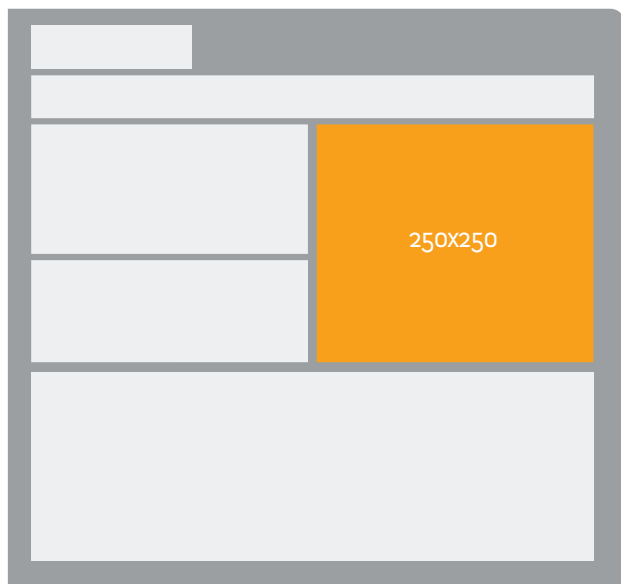
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Website Ad Products

Square Poster

Inside DownstreamToday



Dimensions	250x250 (width by height)
Maximum File Size	30KB Flash, 30K Other
Accepted Formats	Flash SWF, JPG, GIF
Linking URL	Active link required, no longer than 128 characters

Your message is important so give yourself the canvas you need to fully express yourself! Our super-sized 250x250 Square Poster ad provides over twice the screen real estate of traditional 468x60 banners, and to sweeten the deal even further, the position of the Square Poster right beside some of DownstreamToday's most valuable and sought after content ensures that your message is seen and understood. Your ad will rotate through all of the articles in the DownstreamToday news section.



Product Pricing

Extra large canvas of the Square Poster lends itself well to animated messages and product displays

Unit is positioned to the right of every news article on DownstreamToday

\$2,000 per month



Email Marketing with DownstreamToday

Promote your advertising through the DownstreamToday Email Newsletters, the most read online publications in the Downstream sector of the Oil and Gas industry. DownstreamToday sends out over 75,000 news and career related emails each week, providing you with a wide and willing advertising audience.



Website Ad Products

Newsletter Inline Banner

The Inline Banner position ensures that your message is presented first and foremost, and that it is fully visible in the preview pane of Outlook and other e-mail programs.

Product Pricing

Get exposure in over 100,000 daily newsletters
per week

Most popular unit on DownstreamToday
due to affordable price

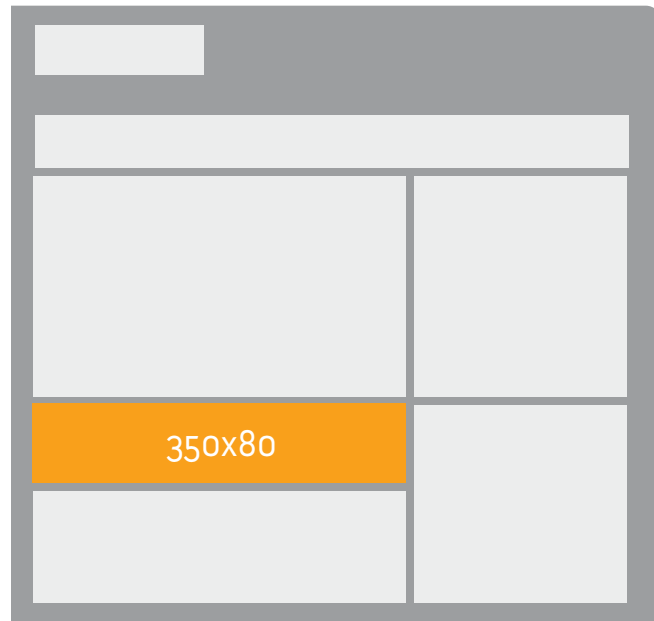
Daily Newsletter
(sent each business day)

\$800 per week

Additional Information

All email ads are non-animated,
static placements.

General Newsletter Layout



Dimensions	350x80 (width by height)
Maximum File Size	14KB
Accepted Formats	JPG, GIF, static only
Linking URL	Active link required, no longer than 128 characters



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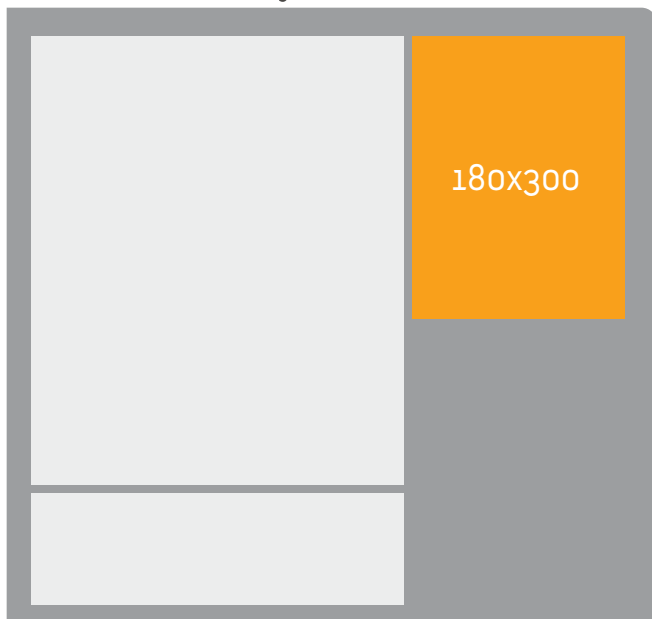
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Website Ad Products

Newsletter Tower Banner

General Newsletter Layout



Dimensions	180x300 (width by height)
Maximum File Size	14KB
Accepted Formats	JPG, GIF, static only
Linking URL	Active link required, no longer than 128 characters

DownstreamToday's Newsletter Tower Ad will get your message across like never before. At 180 pixels wide and 300 pixels tall, it provides almost twice the space of a standard 468x60 banner to spread your message, build your brand, or sell your product.



Product Pricing

Get exposure in over 100,000 daily newsletters per week

Daily Newsletter

(sent each business day)

\$625 per week



Additional Information

All email ads are non-animated, static placements.



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Ad Guidelines and Specifications

DownstreamToday accepts GIF, JPG and Flash formats for its website and e-newsletter ads, depending on the ad product. Check the product pages in this media kit, or contact a DownstreamToday advertising professional to determine what formats are acceptable with the ad product or products in which you are interested.

+ General Requirements

Submit your ads five business days prior to the scheduled start of your campaign

Include an active URL to which your ad will be linked. Please do not embed URLs directly into the Flash movie.

Optimize all GIFs and JPGs to smallest possible file size, while avoiding image degradation

Design Flash ads for compatibility with Flash Player 7 and below.

All Flash ads require a default static image in the event the visitor's browser blocks the Flash Player.

+ Additional Information

Ad files that exceed the maximum file size may be returned for rework, reworked by a DownstreamToday designer or denied inclusion.

+ File Submission & Quality Requirements

Combine all loose files in one ZIP file

Name your ZIP file using the naming conventions
"web/printAD_yourcompanyname.zip"

Web Ads

File Size Limits

Name	Dimensions	Flash	GIF, JPG
Homepage Banner	300x250	80K	25K
Wide Banner	600x65	25K	25K
Square Poster	250x250	30K	30K

Email Ads

File Size Limits

Name	Dimensions	GIF, JPG
Inline Banner	350x80	14K
Tower Ad	180x300	14K



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2014 Membership & Site Statistics

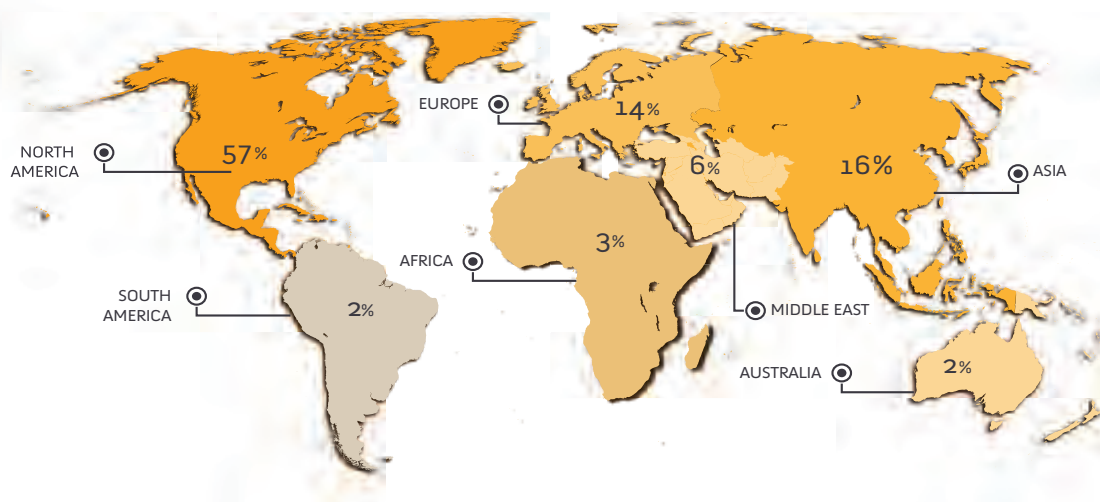
Membership Statistics

DownstreamToday connects you to the downstream industry. Advertise with DownstreamToday and gain access to over 16,000 downstream professionals.

12,020 Subscribers Receive the Weekly Jobs Newsletter

DownstreamToday has 17,913 Daily News Subscribers and 4,531 Weekly News Subscribers

Geographical Analysis



Site Statistics

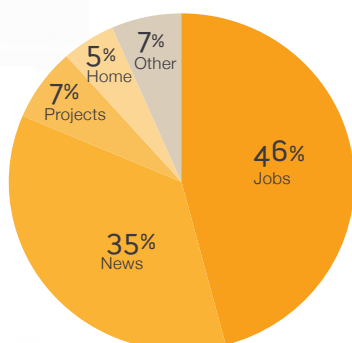
Qualify the effectiveness of your advertising with DownstreamToday's concrete statistics. As the only dedicated online outlet to the downstream industry, DownstreamToday provides the closest contact with a downstream specific audience available on the web.

38,408 Unique Visitors per Month

245,152 Pageview per Month

New Visits Per Month: 41%

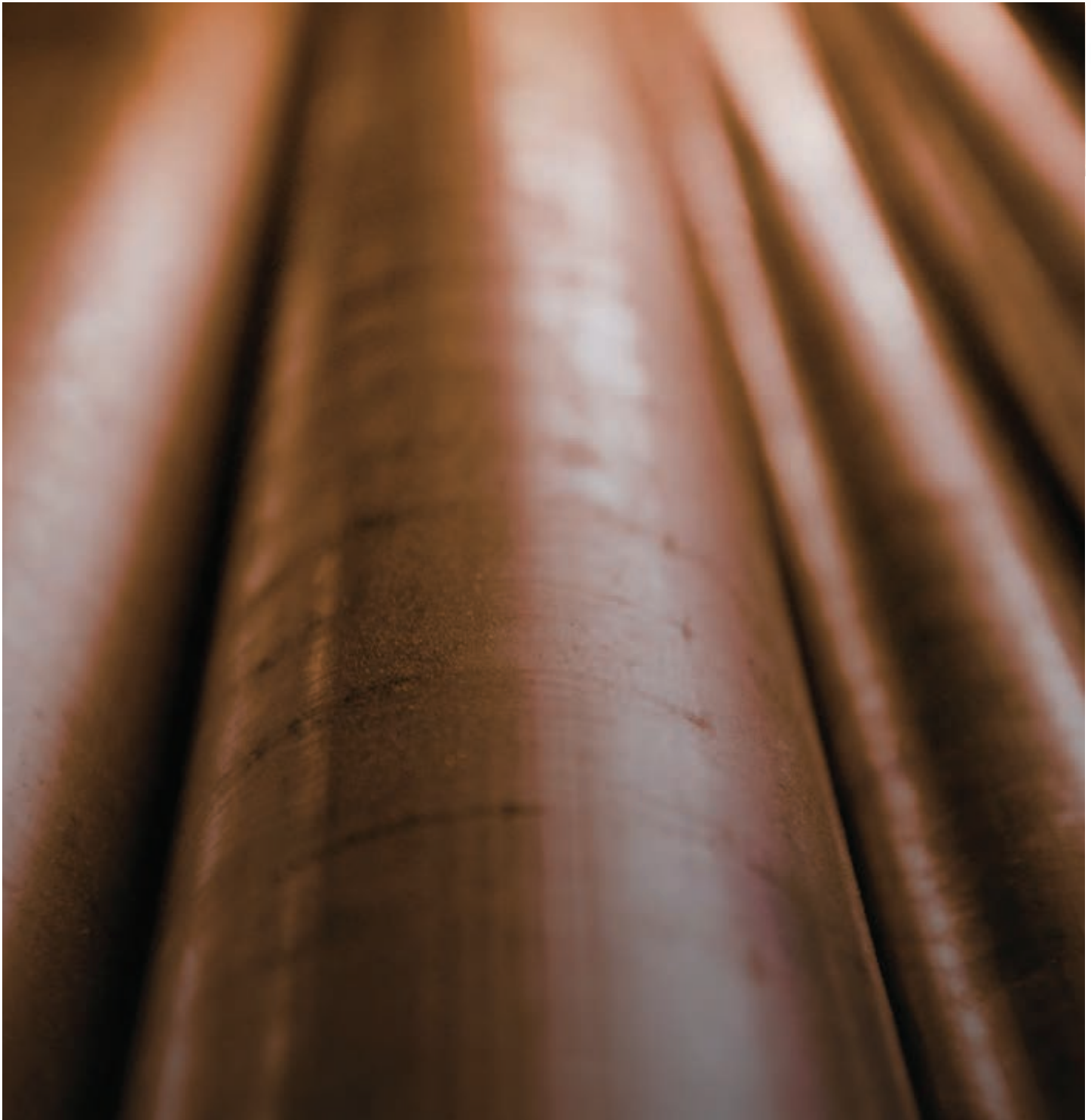
Page Views by Site Section



Our Sources

Sources include Google Analytics, Compete.com, Urchin and internal measurements of membership levels.

Statistics gathered September 2014.



Contact Us

14531 FM 529
Suite 225
Houston TX 77095

Phone: (281) 345- 4040
Fax: (281) 345- 4848
advertise@downstreamtoday.com

