

whitepapers

Pipeline & Gas Journal



Segment
30,000
P&GJ subscribers
 to **TARGET**
 a specific **AUDIENCE**



Whitepapers are an effective method to support your overall promotion strategy

- whitepapers are a proven means of engaging prospects while introducing brands and products/services, in a less commercial format
- whitepapers establish thought leadership
- well-written whitepapers utilize specific applications or case studies offering practical reality that is well received
- many companies attempt to promote whitepapers themselves, usually with limited success

Benefits and advantages - P&GJ Whitepaper Promotion

- leverage *P&GJ's* recognized, trusted brand
- 30,000+ available qualified contacts
- available contact list segmentation (industry; role)
- promotion on various *P&GJ* brand platforms (magazine, web-site; eNews; social media)
- eMail marketing system
- post-campaign metrics reporting

How it works - P&GJ Whitepaper Promotion

- customer provides whitepaper content, including supporting images/diagrams
- customer selects contact list size (up to tens of thousands)
- customer selects contact list segments to match desired audience
- *P&GJ* creates promotional advertisements for various platforms elected
- *P&GJ* creates promotional eMail document (HTML)
- *P&GJ* assembles qualified mailing list
- *P&GJ* creates dedicated landing page on *pgjonline.com* to house whitepaper
- archived indefinitely with registration to access on-demand
- post campaign metrics reporting

Pricing

Price is dependent upon options and features elected, parameters, and sizing. *P&GJ* Whitepaper Promotion pricing starts at \$2,500. Contact your Sales Representative or PGJinfo@oildom.com to discuss options, and obtain a quotation.

Promoting Whitepapers with *P&GJ* is **easy and effective**

- generate leads
- stand out from the crowd
- engage customers

