



Oil Price Information Service

OPIS WHITE PAPER SPONSORSHIPS

<http://whitepapers.opisnet.com/>

The OPIS White Paper program is a great opportunity for brand awareness and lead generation. It is a tool that directly puts you in contact with people that are interested specifically interested in your product – because they get to choose which white paper they want to read. We market the white paper to our list of 15,000 + downstream petroleum supply professionals – and you get the full contact information of anyone that downloads the white paper.

A. Post your own white paper:

- We post your companies white paper on our site
- Cost is \$1,500 a month

B. Sponsor an OPIS White Paper

- OPIS writes these white papers – and offers companies the opportunity to sponsor them either as a sole sponsor or with other sponsors.
- As a sponsor – you receive:
 - The opportunity to review the white paper before publication
 - Possibly contribute editorial
 - Your company logo might appear on each page
 - Get a company bio and a full page ad at the end of the white paper
 - Right of first refusal on any future similar white papers
- Current planned* 2010 white papers include:

(1) DEF	(2) Electric Vehicles	(3) ULSD
(4) PCI Compliance	(5) LNG/CNG	(6) Ethanol Today
(7) Diesel	(8) Biodiesel Today	(9) RFS-2/RINS
(10) Risk Management		
(11) Petroleum Pricing & Profit Outlook – 2009 Recap & Mid-Year 2010		
- OPIS White Paper costs:
 - Sole-Sponsorship: \$19,995
 - Co-Sponsorship (per sponsor): \$5,995
- Co-Branding white papers are also available (please ask for details)

**this list is subject to change at anytime – for the most up to date list – please contact Greg Mosho*

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