



OPIS White Paper Program

Build Your Brand and Generate Sales Leads

Introducing the OPIS White Paper Program for Vendors

Now you can augment your print media investment by taking advantage of our energy industry/downstream petroleum White Paper Program. White Papers, a proven brand-awareness and lead-generation tool first used in the high-technology industry, offer your company the opportunity to inform and educate oil jobbers, wholesalers, fleets and oil company executives while positioning your products and services as the solution to a timely, critical challenge they face.

The OPIS White Paper Program enables you to:

- **Place your brand message in front of thousands of our customers**, who are the owners, operators and managers of thriving energy companies. They are buyers. They are decision-makers. They are the readers of Oil Price Information Service and other market-leading publications and information services.
- **Generate highly qualified leads for your sales team.** When a White Paper reader provides the required contact information to download your White Paper, it goes directly to your sales representatives for prompt follow-up. Leads that result in a sale pay for your sponsorship of the White Paper many, many times over.

What is a White Paper?

High-tech vendors like IBM, Hewlett-Packard and Oracle have used White Papers for years to sell billions of dollars worth of service and products. They work, precisely because White Papers don't give the appearance of advertising. Typically, a White Paper is an official-looking research paper -- we recommend a length of 5 to 10 pages -- that explores a problem or challenge faced by the reader's business.

Hot topics that some of our White Paper sponsors are working on include hedging, risk management, software, investment and finance, renewable fuels, technology, supply markets, lowering fuels costs, storage and transportation, fuel buying strategies and fuel management.

- **Competitive Advantage:** Whatever service or product your company provides to oil jobbers, wholesalers, fleets and oil company executives, the White Paper strategy will position you as a better solution than any of your competitors. White Papers make a convincing, credible market case for your product in a format that is engaging and helpful. And the best part is -- the customer has actually asked to read your White Paper, a powerful indicator of interest. Talk about a qualified lead! You could speak to a packed house at a convention or stand in an exhibit booth for three days and never get the kind of active response that a White Paper delivers.
- **Product Launches:** White Papers can play a valuable role in launching a new product. In the early stages of your sales effort, they are especially effective in explaining a new technology or service to your prospects who are searching for ways to solve the problem your product addresses.
- **Industry Leadership:** Certain types of White Papers also provide an excellent platform to demonstrate your company's position as a thought leader in energy industry. These White Papers take a forward-looking, big-picture approach, providing your analysis of important issues and vision for addressing them (and perhaps preparing the industry for a future product or service under development by your company).
- **Bottom-line benefit:** White Papers lead to real, hard-dollar sales. Example: In an IT industry survey, 90% of executives reported that White Papers helped in their decision-making and more than 50% said the White Paper influenced their decision of what to purchase.

How the OPIS White Paper Program Works

1. We send an e-mail to our thousands of customers every month for 6 months announcing that they can get *your* White Paper for **free** by simply downloading it from our OPIS White Paper web site. Two things about this: First, this is the only way to reach our customers through the immediacy of e-mail (we do not make our customer e-mail addresses available to third-parties); second, by coming to our web site to retrieve the White Paper, our customers associate your company with the OPIS reputation for quality editorial content and trust.
2. Customers must provide their contact and business information (such as size of organization and purchasing role) in order to download your White Paper. We rush you this valuable information to enhance your sales effort.
3. You also may ask up to 4 multiple-choice questions customized to your needs to further qualify your sales leads.
4. Your White Paper remains available on our White Paper web site for download for 6 months, so in addition to exposure to our customers, it also gets downloaded by visitors to our site, resulting in more qualified sales leads. White Papers, as you see, have a long, active life.
5. Your sponsorship includes a notice in our flagship publications that your White Paper is free and available for download, thereby extending the opportunity for securing additional sales leads.

Reach Key Decision-makers: Our Customers

When you participate in our White Paper Program, you can reach more than 10,000+ oil jobbers, wholesalers, fleets and oil company executives who receive our award-winning **Oil Price Information Service, Oil Express, Retail Fuel Watch** and **Ethanol & Biodiesel Information Service** newsletters, 14 OPIS news pricing services, OPIS/STALSBY directories and OPIS conference attendees.

White Paper Editorial Services

If you prefer, you can write your own White Paper or you can take advantage of OPIS services to draft one for an additional editorial service charge (please ask for pricing). Attached to this letter is a proven White Paper template we recommend you follow to obtain maximum impact.

The best White Papers focus on the needs of the reader, rather than on features of the sponsor's product or service. The best White Papers do not read like sales brochures. In fact, successful White Paper writers present an unbiased discussion of the business topic and then position the sponsor's product toward the end as a climax solution to the problem the reader has just been educated about. By providing useful, practical information, White Papers are seen by recipients as a cost effective (because they're free) and convenient research tool.

White Paper Program Benefits

- 6-month exposure on the OPIS White Paper web site to thousands of growth-motivated buyers, our customers and visitors.
- Publicity that your White Paper has been published on a hot topic and should be read immediately. We do this by sending monthly e-mail alerts to our customers and placing notices in all our print publications and on our high-traffic web site.
- Sales leads delivered to you promptly, with contact and purchasing-intent information. Perfect, high-qualified sales leads not available from any other source. Remember, you can present up to additional 4 multiple-choice questions for leads to answer.

Pricing – we offer three different options:

- A. \$1,500 a month – with a minimum three month initial commitment.
- B. \$500 a month - \$40 per lead – with a minimum three month initial commitment
- C. \$75 per lead. No initial cost to go up on our site

How to Get Your White Paper Initiative Started...

Contact OPIS Advertising Sales Manager Greg Mosho about participating in our White Paper Program at 732-730-2546 or e-mail gmosho@opisnet.com.