

A SPECIAL OPIS SPONSORSHIP OPPORTUNITY: OPIS WHITE PAPER TITLED:

“UREA/DIESEL EXHAUST FLUID Answers For Downstream Petroleum Supply Professionals”

About this special report:

- The paper explores the important changes taking place with the EPA's 2010 goal of near-zero emission of particulate matter, a smog-producing pollutant from diesel exhaust.
- Urea, or Diesel Exhaust Fluid (DEF), will be required by 2010 model year trucks in order to replenish their Selective Catalytic Reduction (SCR) exhaust systems.
- This OPIS white paper will provide a basic guide and roadmap to these new developments, to help downstream petroleum supply professionals - like fleets, truck-stops, marketers, jobbers, c-stores, etc - navigate through the changing landscape.
- This white paper will offer 6 companies currently involved with the latest Urea/Diesel Exhaust Fluid developments to showcase their products and talk about the latest developments.

The benefits to you as a sponsor:

- This timely report will be on our OPIS White Paper page and marketed to our 15,000 + OPIS subscribers and customers. Exposure is for 6 full months on our website!
- You will have the opportunity to contribute editorial about your product. Each participating company will have 2 pages of content that must fit OPIS White Paper editorial guidelines (solution based). Your company logo will appear on your 2 pages – and your contact information and company bio will be included at the end of the report.
- Limited to 6 companies – this paper offers you the opportunity to reach the OPIS customer base – possibly before your competition! We may limit participation to only one company per industry (producer, distributor, inspection company, etc). In addition, you will have right of first refusal when we update the white paper (currently scheduled for Spring 2009)
- We capture their data when they sign in to access the report – and you get warm leads!

TOTAL COST TO BE A SPONSOR (per company): \$4,995

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