



Oil Price Information Service

## ***A SPECIAL OPIS WHITE PAPER SPONSORSHIP OPPORTUNITY***

### ***“DIESEL REIMAGINED”***

#### ***About This Special Report***

- The paper explores the current course of diesel fuel and its prospects for the next five years, the market share that it might attain and why historical pricing and supply relationships may actually obscure just how attractive this fuel could be in the next few years.
- Information to be included in this special white paper:
  - Historical price comparisons
  - Diesel cars’ ability to attract SUV market share
  - Global growth of petroleum diesel production
  - Role of biodiesel
  - Marketing backdrop – number of U.S. retail sites and diesel’s competitiveness
- 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.

#### ***Sponsor Benefits***

- This timely report will be on the 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 possibly contribute editorial (if applicable).
- Your contact information, company bio and full page ad will be included at the end of the report.
- Opportunity to be a sole sponsor – or one of a select few sponsors - limited to 5 companies (co-sponsors) – reach your customers before your competition!
- We capture their data when they sign in to access the report – and you get warm leads!

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