



Oil Price Information Service

2010 OPIS PRINT ADVERTISING OPPORTUNITIES

TO REACH THE READERS OF OIL EXPRESS AND OPIS NEWSLETTERS

ABOUT OPIS AND THE NEWSLETTERS

- OPIS has been providing news and pricing to the downstream petroleum industry for 25+ years!
- Each year, more than 100 billion gallons of fuel are pegged to the trusted OPIS Price Index.
- The newsletters reach over 2,800 key decision makers weekly (Oil Express: 1,900 and OPIS: 900) who pay to receive the newsletters; however, we estimate a readership of over 9,000. They own, supply or lease over 100,000 convenience stores and petroleum locations.
- OPIS readers are crucial decision makers for all facets of their petroleum business and from all levels of supply chain: futures, rack, spot and retail.
- The *Oil Express* reader is the key decision maker for everything that makes their gasoline center run – from c-store items and software to image upgrades like new canopies, signs, car wash systems, insurance, tank equipment and more. They’re jobbers, dealers, marketers, c-store operators, travel centers and oil executives who own their retail petroleum businesses.
- The *OPIS* reader are jobbers, marketers, retail chains and other bulk fuel purchasers who are involved in the exchange of billions of gallons of all different kinds of petroleum fuel annually.

ADVERTISING OPTIONS

1. MARKETPLACE

Your ad will appear on an insert that we print – along with other company and OPIS advertising.

Pricing: Full page ad: \$3,000, ½ page ad: \$1,795 and ¼ page ad: \$995

2. INSERTS

Your marketing piece is inserted with either or both *OPIS* and *Oil Express* newsletters. The pricing stated here is for a single sheet insert – please ask for additional sheet pricing.

Either OPIS or Oil Express Newsletters:					
1x	2x	3x	4x	5x	6x
\$1,595	\$1,436	\$1,276	\$1,117	\$957	\$798

Both OPIS and Oil Express Newsletters:					
1x	2x	3x	4x	5x	6x
\$2,950	\$2,655	\$2,360	\$2,065	\$1,770	\$1,475

Contact: Greg Mosho - 732-730-2546 - gmosho@opisnet.com

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3. SPECIAL SUPPLEMENTS

The OPIS special supplements will be published seven times in 2010 and will be mailed with both OPIS and Oil Express newsletters. There will be bonus distribution at OPIS shows/summits, like Fleet Fueling and National Supply Summit – and at any shows we exhibit at and/or attend.

- A) **Renewable Fuels Supply Supplement** – Published on: January 25, 2010
- B) **Risk Management and Hedging** – Published on: March 15, 2010
- C) **ULSD Special Supplement** – *this supplement is exclusive to ULSD*
– Ad Close: April 22, 2010 -- Publishes on: May 24, 2010
- D) **DEF Special Supplement** – *this supplement is exclusive to DEF*
– Ad Close: May 7, 2010 -- Publishes on: June 7, 2010
- E) **Renewable Fuels Supply Supplement**
– Ad Close: June 18, 2010 -- Publishes on: July 19, 2010
- F) **RFS-2/RINS Special Supplement** – *this supplement is exclusive to RFS-2 and RINS*
– Ad Close: July 28, 2010 -- Publishes on: August 23, 2010
- G) **Essential Technology Guide For Petroleum Jobbers, Distributors & Retailers**
– Ad Close: August 20, 2010 -- Publishes on: September 20, 2010
- H) **Investment & Finance Guide** – Buy/Sell, Merger/Acquisitions, Branding, etc.
– Ad Close: October 8, 2010 -- Publishes on: November 8, 2010

COST OPTIONS

1. Sponsorship (includes full page ad, front cover banner and advertorial in supplement): \$5,000
2. Back Cover Ad (Full page advertorial will appear in supplement): \$4,500
3. Center Spread: \$4,000
4. 2 page spread: Full Page ad and full page advertorial/article: \$3,000
5. Full page ad: \$2,000
6. ½ Page Ad: \$1,500

ADDITIONAL INFORMATION

- All advertising is four color.
- Supplements and Inserts are inserted with the newsletters in the envelope.
- Package opportunities are available for the above and all other OPIS products and shows.
- Supplements have bonus distribution at industry trade shows like NACS, WPMA, NACStech, SIGMA, NBB, POC and at OPIS shows like Fleet Fueling and National Supply Summit

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