

OPIS/STALSBY Petroleum Terminal Encyclopedia

2013 EDITION PUBLISHES SEPTEMBER 2012

Why Advertise In The OPIS/STALSBY Petroleum Terminal Encyclopedia?

Reach hundreds of fuel buyers, sellers & terminal operators who need your services — NOW!

You'll reach scores of oil refiners, large jobbers, traders, brokers, truckstops, travel centers, pipeline companies, and terminal operators — all with considerable purchasing power. These are qualified, targeted subscribers who pay for their annual directory which they rely on daily. This means your ad will get repeated exposure throughout the year.

In addition to our subscriber base, "pass along" issues are distributed at industry conferences, plus major trading houses and oil companies buy bulk subscriptions.

Why Is The OPIS/STALSBY Petroleum Terminal Encyclopedia So Valuable To The Industry — AND YOUR BUSINESS?

This annual directory is the only industry source that includes critical detail for more than 1,900 bulk storage terminal facilities worldwide. Published annually for over 25 years, every listing is updated with current information such as terminal name, location, corporate address, phone, fax, terminal manager, accounts receivable and exchange/throughput personnel. Each listing is double-checked for accuracy by the OPIS/STALSBY directory staff.

Special features accessed by paid subscribers include:

- **Critical supply and outload methods for easy shipping:** pipeline, rail, tanker, transport truck & barge, plus berth waterway and docking information for marine terminals.
- **Type of product stored and individual storage capacity:** low & high-sulfur diesel, gasoline, crude oil, jet fuel, gas liquids, petrochemical, lube oil, asphalt, ethanol.
- **The latest loading features including:** card automation & key access features vapor recovery capability, bottom or top loading features, additive injection equipment.

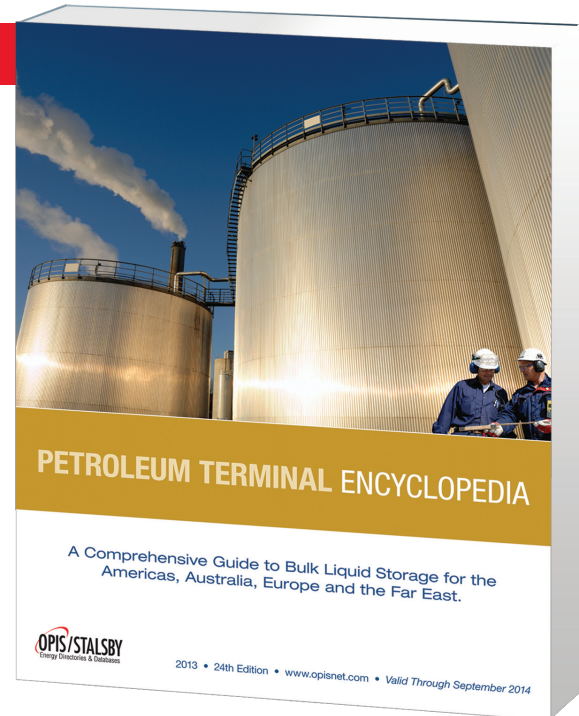
Who Should Advertise?

Any business looking to attract customers in the lucrative downstream petroleum marketplace:

Testing/Inspection, Consultants, Tank Cleaners, Equipment, Software Management, Pipelines, Risk Management, Internet Portals, Environmental, Terminals, Radar Tank Gauging Systems, Safety Technology, Inventory Management, Vapor Recovery Systems, Security, Fuel & Dye Injection, Terminal Automation, Insurance, Tank Insulators, Information Providers/Publishers and more.

Each terminal is listed by state. So, if your business is regionalized or localized, you can conveniently and affordably advertise within the terminal listings for your area. You don't have to do business nationally to profit.

The OPIS/STALSBY Petroleum Terminal Encyclopedia remains in circulation for 12 months versus the limited shelf life of weekly or monthly publications, so you get repeated ad exposure from key decision-makers daily.



Ad Type	Reservation	Materials Due
Terminal/ State-by-State	6/22/12	7/24/12
Premium/ 4-Color	6/22/12	7/24/12
Tabs	6/22/12	7/24/12

For more information, contact Greg Mosho:
(p) 732-730-2546 (c) 732-610-5735
(e) gmosho@opisnet.com

4-Color Premium Ads	Ad Specs and Requirements	Price
Outside Back Cover	Live area 7 1/2" x 10" Page size 8 3/8" x 10 7/8" (1/8" bleed required)	\$9,000
Cover Sponsorship	EPS File of logo to put on the cover	\$8,000
Inside Front Cover	Live area 7 1/2" x 10" Page size 8 3/8" x 10 7/8" (1/8" bleed required)	\$6,600
Inside Back Cover	Live area 7 1/2" x 10" Page size 8 3/8" x 10 7/8" (1/8" bleed required)	\$5,000
Front Cover Sticker	Contact Greg Mosho for additional information	\$3,800
Premium Positions	Ad Specs and Requirements	Price
Tab Inserts	Contact Greg Mosho for additional information	\$5,000
Bookmark	Contact Greg Mosho for additional information	\$4,500
Ride-Along (Promotional mailer ships with directory)	Live area 7 1/2" x 10" Page size 8 3/8" x 10 7/8" (no bleed required)	\$3,900
4-Color Ads in Front Pages of Encyclopedia	Ad Specs and Requirements	Price
Full Page	Live area 7 1/2" x 10" Page size 8 3/8" x 10 7/8" (1/8" bleed required)	\$3,900
Half Page	Ad size 7 1/2" x 4 1/2" (no bleed required)	\$3,000
Enhanced Terminal Listings	Ad Specs and Requirements	Price
Black & White Logo Ad	Ad size 1 3/8" x 2 1/2" (no bleed required)	\$300
Black & White Terminal State-by-State Ads	Ad Specs and Requirements	Price
These ads are terrific for companies doing business only in certain states. Your add will draw local terminals and fuel buyers/sellers who need your local services. And they're great for any budget!		
Full Column	Ad Size 2" x 9" (no bleed required)	\$600
Half Column	Ad Size 2" x 5" (no bleed required)	\$400
Quarter Column	Ad Size 2" x 3" (no bleed required)	\$300
CD Banner Ads	Ad Specs and Requirements	Price
Banner Ad on CD Splash Page	Ads size 500px x 150px (maximum bitmap size of 24 bits)	\$2,000



Bonuses:

All advertisers who pay for an advertisement of \$3,250 or greater value receives a FREE Encyclopedia (\$845 value!).

Additionally, the first 20 advertisers get the FREE bonuses below with any Premium Advertising Position:

- 1 FREE Petroleum Terminal Encyclopedia on CD (\$2,195 value!)
- 1 FREE Petroleum Terminal Encyclopedia (\$845 value!)

File Requirements:

File Formats – All artwork must be print resolution (300 DPI). We accept JPEG, TIFF and Adobe PDF files. Files must be accompanied with approved final hard copy.

Color – All ads submitted must be in CMYK or Grayscale color space (no RGB). If you are using Pantone colors they must be switched to 4-color process.

Ad Submission Options:

1. **Mail artwork on a CD to:**
Attn: Greg Mosho
3349 Highway 138
Building D, Suite D
Wall, NJ 07719
2. **Email artwork to:** gmosho@opisnet.com
3. **FTP access:** Contact Greg Mosho for FTP information

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