

Do *they* know who *you* are?

Reach untapped readers of the OPIS and Oil Express Newsletters.

Benchmark newsletters for over 27 years,
target your best prospects.

Get your message out to top buyers and
sellers of fuel in the U.S.

Connect with key decision makers at
c-stores and petroleum retailing locations.

Why Insert in OE or OPIS?

Unbelievable purchasing power.

- OPIS readers are crucial decision makers for all facets of their petroleum businesses.
- Total readership for OPIS and Oil Express tops 13,000.
- Each year, more than 100 billion gallons of fuel are pegged to the trusted OPIS Price Index.
- Readers come from all levels of supply chain--futures, rack, spot, and retail.
- OPIS readers own, supply or lease over 100,000 c-stores and retail locations.
- OPIS is the most accurate, accepted and reputable source for business information and pricing.
- Influential oil buyers and sellers rely on OPIS' exclusive information.
- Our readers are qualified, proven buyers who pay a premium price for OPIS information.

How Will You Benefit?

Limited advertising makes YOUR ad stand out.

- Exclusive advertising: only one insert permitted each week.
- You decide what you want to mail: insert your direct mail pieces, CD-ROMs, seminar brochures, or flyers.
- Bonus distributions available throughout the year through tradeshows and mailings.
- BONUS BANNER AD: Commit to two or more inserts, and your banner appears on the OPIS website FREE for one month.



RESERVE YOUR SLOT NOW!

OPIS readers WILL know who you are when they see your insert in the OE or OPIS Newsletters.

Who Should Advertise?

Appraisers
 Environmental Companies
 Legal Companies
 Investment Providers
 Auction Houses
 Financing Institutes
 Data Providers
 Insurance Companies
 Real Estate Companies
 Consultants
 Trading/Brokerage Firms
 Risk Management Companies
 Information Services
 Training/Seminar Groups
 Software Companies
 Oil Companies

Fuel Cards
 Food Distributors
 Franchisers
 Co-Branders
 C-Store Merchandisers
 Car Washes
 Canopy Companies
 POS Equipment
 Tobacco Companies
 Soft Drink
 Beer & Wine
 Candy
 Category Management
 POP Displays
 Signs
 Analysts

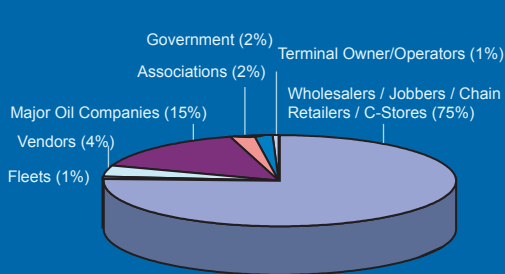
Readers Include:

- 7-Eleven
- Albertsons
- Alon USA
- Amerada Hess
- BJ's
- BP
- Casey's
- Cenex
- Chevron
- Citgo
- ConocoPhillips
- Costco
- Couche-Tard
- ExxonMobil
- Gate Petroleum
- Irving Oil
- Kroger
- Kum & Go
- Maverick
- Murphy Oil
- Quik Trip
- Racetrac
- Safeway
- Sheetz
- Shell
- Sinclair
- Sonoco
- The Pantry
- Valero
- Wal-Mart
- Wawa

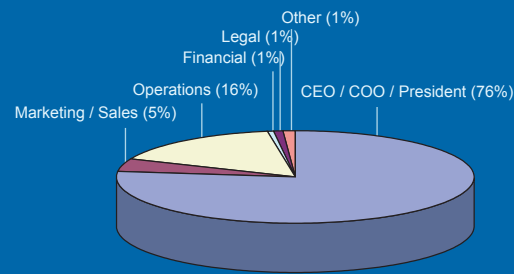
Who's Reading Your Ad?

Oil Express Newsletter

Readership:	9,705
Frequency:	Weekly



Readership By Company Type



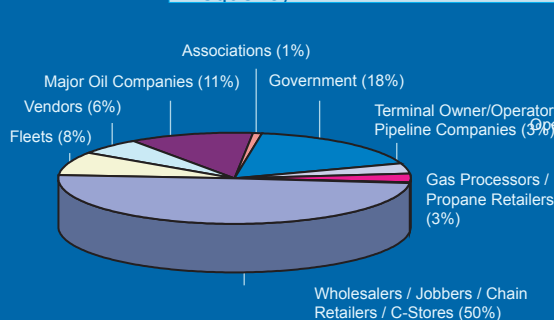
Readership By Individual Title

Plus thousands more readers from:

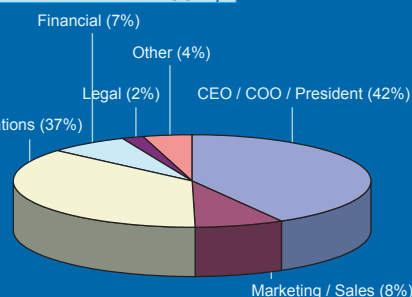
financial institutions, oil companies, card companies, jobbers, dealers, car washes, professional organizations, and pipeline companies!

OPIS Newsletter

Readership:	4,195
Frequency:	Weekly



Readership By Company Type



Readership By Individual Title



Oil Price Information Service

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