





Mechanical Specs and Rates for OPIS Newsletter Ad Inserts

Frequency		1x	2x	3x	4x	5x	6x
	1st sheet	\$1,595	\$1,436	\$1,276	\$1,117	\$957	\$798
	2nd sheet	\$1,276	\$1,148	\$1,021	\$893	\$766	\$638
	3rd sheet	\$1,117	\$1,005	\$893	\$782	\$670	\$558
	4th sheet	\$798	\$718	\$638	\$558	\$479	\$399
 OIL PRICE INFORMATION SERVICE	1st sheet	\$1,595	\$1,436	\$1,276	\$1,117	\$957	\$798
	2nd sheet	\$1,276	\$1,148	\$1,021	\$893	\$766	\$638
	3rd sheet	\$1,117	\$1,005	\$893	\$782	\$670	\$558
	4th sheet	\$798	\$718	\$638	\$558	\$479	\$399
BOTH  	1st sheet	\$2,950	\$2,655	\$2,360	\$2,065	\$1,770	\$1,475
	2nd sheet	\$2,360	\$2,124	\$1,652	\$1,416	\$1,180	\$1,888
	3rd sheet	\$2,065	\$1,859	\$1,652	\$1,446	\$1,239	\$1,033
	4th sheet	\$1,475	\$1,328	\$1,180	\$1,033	\$885	\$738

Run your promotions independently or in our supplements. Insert in any week you want. Ask for available dates. Rates by individual sheet inserted. Discounts start with the second sheet included.

SIZE REQUIREMENTS:

1. **Full Page Ad – Front and Back**
 - Page size 8.5” x 11”

FILE / FORMAT REQUIREMENTS:

- **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.
- **File Formats** - All artwork must be print resolution (300 DPI). We accept files in the following formats:
 - JPEG - preferred file format
 - TIFF - preferred file format
 - PDF
- **Please do not include crop marks on artwork.**

INSERT PRINTING OPTIONS:

Inserts can be printed in one of the following ways:

1. **Insert printed by OPIS**
 Contact Greg Mosho at 800.275.0950 x2546 or gmosho@opisnet.com for pricing.
2. **Inserted printed by advertiser**
 Please supply OPIS with 3,000 insert copies 10 days prior to insert date. Please contact Greg Mosho at 800.275.0950 x2546 or gmosho@opisnet.com with questions.

Design services are available upon request for an additional fee.

