



Oil Price Information Service

## 2012 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 2,500 key decision makers weekly (Oil Express: 1,700 and OPIS: 800) who pay to receive the newsletters; however, we estimate a readership of over 8,000. 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**

3349 Highway 138, Building D, Suite D, Wall, NJ 07719 - Fax: 301-287-2156 - Cell: 732-610-5735



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3. ***SPECIAL SUPPLEMENTS*** - The OPIS special supplements are mailed with both OPIS and Oil Express newsletters in the same envelope and then have bonus distribution at OPIS shows/summits, like Fleet Fueling and National Supply Summit – and at any shows we exhibit at and/or attend – including: SIGMA, NACS, WPMA, NACStech, NBB, POC, etc.
  - A) ***Renewable Fuels Supply Supplement*** – Pre-National Biodiesel Board show issue  
– Ad Close: December 19, 2011 -- Publishes on: January 23, 2012
  - B) ***Risk Management and Hedging***  
– Ad Close: January 30, 2012 -- Publishes on: March 5, 2012
  - C) ***Petroleum Equipment Special Supplement***  
– Ad Close: March 12, 2012 -- Publishes on: April 16, 2012
  - D) ***Fleet Fueling Special Supplement***  
– Ad Close: April 9, 2012 -- Publishes on: May 14, 2012
  - E) ***Fuel Additives Special Supplement***  
– Ad Close: May 11, 2012 -- Publishes on: June 18, 2012
  - F) ***Renewable Fuels Supply Supplement***  
– Ad Close: June 8, 2012 -- Publishes on: July 16, 2012
  - G) ***DEF Special Supplement – Fall Edition - this supplement is exclusive to DEF***  
– Ad Close: July 16, 2012 – Publishes on: August 20, 2012
  - H) ***Essential Technology Guide For Petroleum Jobbers, Distributors & Retailers***  
– Ad Close: August 6, 2012 -- Publishes on: September 17, 2012
  - I) ***Investment & Finance Guide*** – Buy/Sell, Merger/Acquisitions, Branding, etc.  
– Ad Close: October 1, 2012 -- Publishes on: November 5, 2012

***SPECIAL SUPPLEMENT COST OPTIONS*** - (all ads are in full color)

1. Sponsorship (includes full page ad, front cover banner and advertorial in supplement): \$5,500
2. Back Cover Ad (Full page advertorial will appear in supplement): \$4,900
3. Center Spread: \$4,500
4. 2 page spread: Full Page ad and full page advertorial/article: \$3,300
5. Full page ad: \$2,200
6. ½ Page Ad: \$1,700

***Package opportunities are available for the above and all other OPIS products and shows.***

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