



2012 White Papers Sponsorship Opportunities

About OPIS White Papers

The OPIS White Paper program is a great opportunity for brand awareness and lead generation. It is a tool that directly puts you in contact with people that are interested specifically interested in your product – because they get to choose which white paper they want to read. We market the white paper to our list of 22,000 + downstream petroleum supply professionals – and you get the full contact information of anyone that downloads the white paper. Visit whitepapers.opisnet.com for more information.

Available Opportunities

- **Post your own White Paper** \$1,750 / month
OPIS will post your company's white paper on our site.
- **Sponsor an OPIS White Paper** \$6,995 (co-sponsor) – \$21,995 (sole sponsor)
OPIS offers companies the opportunity to sponsor white papers, either as a sole sponsor or with other sponsors.

As a sponsor you receive:

- The opportunity to review the white paper before publication
- The opportunity to possibly contribute editorial
- The opportunity to possibly have your company's logo on each page
- A company bio and full page ad at the end of the white paper
- Right of first refusal on any future similar white papers

Current planned* 2012 white papers include:

- DEF
- Risk Management
- RFS-2/RINS
- Petroleum Pricing & Profit Outlook – 2011 Recap & Mid-Year 2012

**List subject to change, contact [Greg Mosho](mailto:GMosho@opisnet.com) for the most up-to-date list.*

- **Co-Branding White Paper**
Contact [Greg Mosho](mailto:GMosho@opisnet.com) for details.

Contact Greg Mosho for Details. Email: GMosho@opisnet.com Direct Phone: 732-730-2546

About OPIS: Oil Price Information Service (OPIS) is the world's most comprehensive source for petroleum pricing and news information – reaching petroleum marketers, jobbers, fleets, oil executives and investment companies. OPIS receives more than 70,000 daily rack and spot prices for gasoline, diesel, ethanol, biodiesel, LP-gas, jet fuel, propane, feedstocks, resid and kerosene. OPIS spot gasoline, diesel and jet fuel prices are heavily indexed as key benchmarks in national supply markets. OPIS also receives daily retail gasoline and diesel prices for more than 125,000 retail outlets in the U.S. and Canada.