

# OPIS/STALSBY Renewable Fuels Supply Encyclopedia

SPRING 2012 EDITION

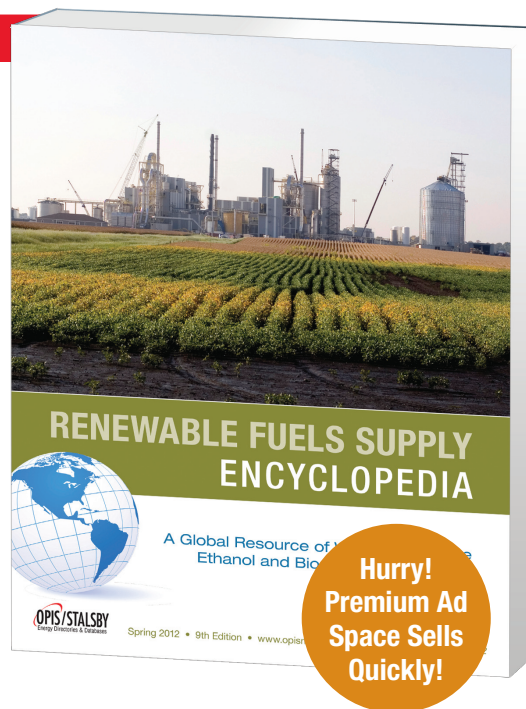
## Why Advertise in the Renewable Fuels Supply Encyclopedia?

Reach key decision-makers in the renewable fuels industry! Gain new customers, grow revenue and expand marketshare in the quickly evolving and popular renewable fuels landscape.

Reach a targeted audience that consists of ethanol and biodiesel producers, processors, traders and marketers – all with considerable purchasing power. Plus, because this directory is included with every OPIS/STALSBY Petroleum Supply Americas subscription, you'll get additional exposure to scores of oil refiners, traders, brokers, jobbers, truckstops, airlines, railroads, fleets, pipeline companies, terminal operators, retail gasoline stations, and c-store operators.

Your advertisement will be seen by a qualified group who are paying for their annual subscription, which includes 1 updated edition. Subscribers to this renewable fuels directory use it every day to find, move, buy and sell ethanol, natural gas liquids and petrochemicals.

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



**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   | Reserve By | Art Due | Price   |
|---|---|------------|---------|---------|
| Cover Sponsorship (Spring or Fall)          | EPS file of logo to put on the cover                                      | 2/7/12     | 3/6/12  | \$8,000 |
| Outside Back Cover                          | Live area 7 1/2" x 10"   Page size 8 3/8" x 10 7/8" (1/8" bleed required) | 2/7/12     | 3/6/12  | \$5,200 |
| Inside Front Cover                          | Live area 7 1/2" x 10"   Page size 8 3/8" x 10 7/8" (1/8" bleed required) | 2/7/12     | 3/6/12  | \$4,300 |
| Inside Back Cover                           | Live area 7 1/2" x 10"   Page size 8 3/8" x 10 7/8" (1/8" bleed required) | 2/7/12     | 3/6/12  | \$4,000 |
| Premium Positions                           | Ad Specs and Requirements   | Reserve By | Art Due | Price   |
| Tab Inserts                                 | Contact Greg Mosho for additional information                             | 2/7/12     | 3/6/12  | \$5,500 |
| Bookmark                                    | Submit sample for approval  | 2/7/12     | 3/6/12  | \$5,000 |
| Ride-Along (Promotion ships with directory) | Live area 7 1/2" x 10"   Page size 8 3/8" x 10 7/8" (no bleed required)   | 2/7/12     | 3/6/12  | \$4,500 |
| 4-Color Ads in Front Pages of Directory     | Ad Specs and Requirements   | Reserve By | Art Due | Price   |
| Full Page                                   | Live area 7 1/2" x 10"   Page size 8 3/8" x 10 7/8" (1/8" bleed required) | 2/7/12     | 3/6/12  | \$3,500 |
| Half Page                                   | Ad size 7 1/2" x 4 1/2" (no bleed required)                               | 2/7/12     | 3/6/12  | \$3,000 |
| Enhanced Listings                           | Ad Specs and Requirements   | Reserve By | Art Due | Price   |
| Black & White Logo Ad                       | Ad size 1 3/8" x 2 1/2" (no bleed required)                               | 2/7/12     | 3/6/12  | \$300   |
| 25-Word Profile Listing                     | Contact Greg Mosho for additional information                             | 2/7/12     | 3/6/12  | \$500   |

Add Your Logo!

### Advertising Bonus!

All advertisers who purchase a premium ad for both the spring and fall editions get a FREE copy of the Petroleum Supply Americas directory and CD (over \$2,900 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:** Contact Greg Mosho for FTP access

# OPIS/STALSBY Renewable Fuels Supply Encyclopedia

FALL 2012 EDITION

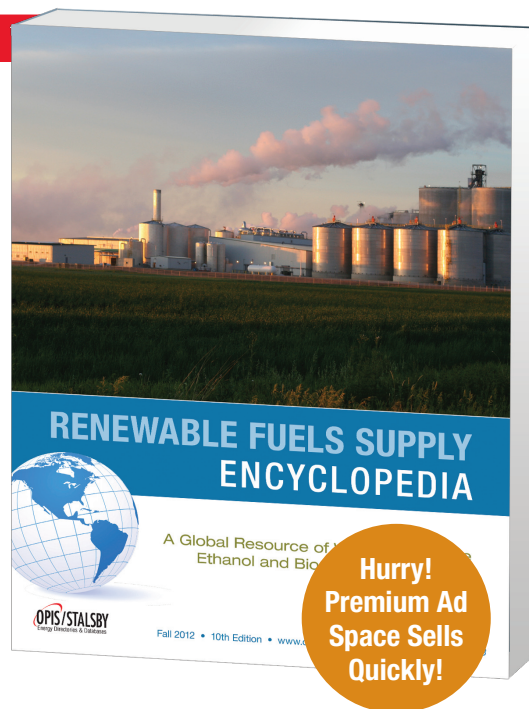
## Why Advertise in the Renewable Fuels Supply Encyclopedia?

Reach key decision-makers in the renewable fuels industry! Gain new customers, grow revenue and expand marketshare in the quickly evolving and popular renewable fuels landscape.

Reach a targeted audience that consists of ethanol and biodiesel producers, processors, traders and marketers – all with considerable purchasing power. Plus, because this directory is included with every OPIS/STALSBY Petroleum Supply Americas subscription, you'll get additional exposure to scores of oil refiners, traders, brokers, jobbers, truckstops, airlines, railroads, fleets, pipeline companies, terminal operators, retail gasoline stations, and c-store operators.

Your advertisement will be seen by a qualified group who are paying for their annual subscription, which includes 1 updated edition. Subscribers to this renewable fuels directory use it every day to find, move, buy and sell ethanol, natural gas liquids and petrochemicals.

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



**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   | Reserve By | Art Due | Price   |
|---|---|------------|---------|---------|
| Cover Sponsorship (Spring or Fall)          | EPS file of logo to put on the cover                                      | 7/31/12    | 8/28/12 | \$8,000 |
| Outside Back Cover                          | Live area 7 1/2" x 10"   Page size 8 3/8" x 10 7/8" (1/8" bleed required) | 7/31/12    | 8/28/12 | \$5,200 |
| Inside Front Cover                          | Live area 7 1/2" x 10"   Page size 8 3/8" x 10 7/8" (1/8" bleed required) | 7/31/12    | 8/28/12 | \$4,300 |
| Inside Back Cover                           | Live area 7 1/2" x 10"   Page size 8 3/8" x 10 7/8" (1/8" bleed required) | 7/31/12    | 8/28/12 | \$4,000 |
| Premium Positions                           | Ad Specs and Requirements   | Reserve By | Art Due | Price   |
| Tab Inserts                                 | Contact Greg Mosho for additional information                             | 7/31/12    | 8/28/12 | \$5,500 |
| Bookmark                                    | Submit sample for approval  | 7/31/12    | 8/28/12 | \$5,000 |
| Ride-Along (Promotion ships with directory) | Live area 7 1/2" x 10"   Page size 8 3/8" x 10 7/8" (no bleed required)   | 7/31/12    | 8/28/12 | \$4,500 |
| 4-Color Ads in Front Pages of Directory     | Ad Specs and Requirements   | Reserve By | Art Due | Price   |
| Full Page                                   | Live area 7 1/2" x 10"   Page size 8 3/8" x 10 7/8" (1/8" bleed required) | 7/31/12    | 8/28/12 | \$3,500 |
| Half Page                                   | Ad size 7 1/2" x 4 1/2" (no bleed required)                               | 7/31/12    | 8/28/12 | \$3,000 |
| Enhanced Listings                           | Ad Specs and Requirements   | Reserve By | Art Due | Price   |
| Black & White Logo Ad                       | Ad size 1 3/8" x 2 1/2" (no bleed required)                               | 7/31/12    | 8/28/12 | \$300   |
| 25-Word Profile Listing                     | Contact Greg Mosho for additional information                             | 7/31/12    | 8/28/12 | \$500   |

Add Your Logo!

### Advertising Bonus!

All advertisers who purchase a premium ad for both the spring and fall editions get a FREE copy of the Petroleum Supply Americas directory and CD (over \$2,900 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:** Contact Greg Mosho for FTP access