

2010 Media Kit | Contents

FOR MORE INFORMATION

Call 610-408-0116

Or email

advertising@opportunitycrudes.com

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INTRODUCTION

OpportunityCrudes.com is the only website that caters specifically to unconventional crude oils at a global level. Our users can identify, review, and exchange ideas on the bright prospects and potential challenges of processing heavy, high-acid, and high-sulfur crudes—including oilsands, bitumen, and shale oil—amid energy security and climate change concerns. The website, which features free registration, is global in scope and offers an information hub for all things opportunity crudes.

The website is updated weekly, to encourage repeated visits, with dynamic and engaging news coverage of the opportunity crudes market. Additionally, the website serves as a comprehensive and thoroughly-researched information source for opportunity crude prices, environmental and regulatory legislation and challenges, recent technology developments, technology patents and papers, and heavy oil construction projects.

AUDIENCE

The website targets various professionals in the oil and gas industry, including:

- Oil traders
 - Refiners
 - Crude oil buyers
 - Chemical catalyst vendors
 - Pipeline operators
 - Company strategic planners
 - Engineers and managers
 - Operations planners
 - Equipment suppliers
 - Consulting companies
 - Business developers
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WEBSITE FEATURES

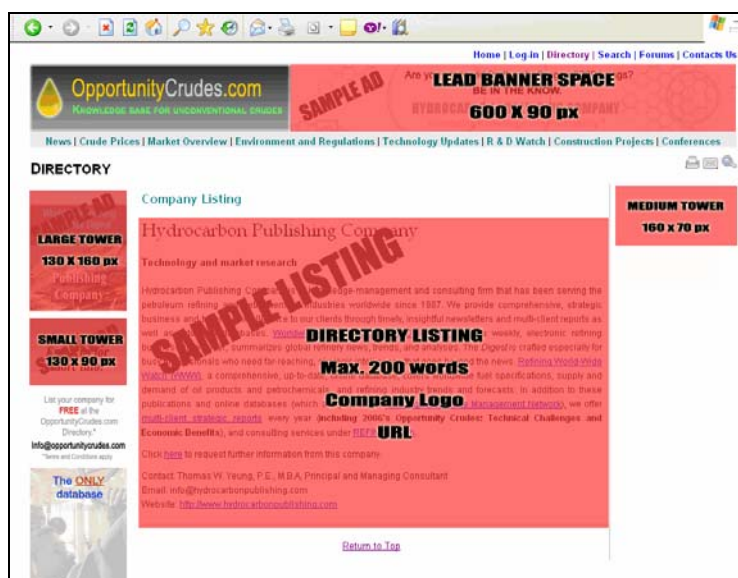
OpportunityCrudes.com is rich in content. The website is divided into the following sections:

- News - updated weekly with coverage from around the world
- Crude Prices - pricing trends for various opportunity crudes around the world
- Market Overview
- Environment and Regulations
- Technology Updates
- R&D Watch - outlines a list of patents and journal articles
- Construction Projects
- Conferences
- Forums
- Directory

Apart from being content rich, OpportunityCrudes.com is also feature rich. The website contains a forum section which allows members to join in the conversation and network online. The forums are essentially a platform where professionals in the industry can converge to ask questions, find answers, voice their opinions and discuss pressing issues. This encourages repeated visits to the website, and thus more exposure to your advertisement.

PRODUCTS

Advertisements can be placed on specified web pages or on all web pages at the website. Sections highlighted in red in the image below show advert placement.



RATES AND SPECS

| Product | Ad includes | Placement | Options | Dimensions (in pixels) | Specifications | Price/6 months | Promotional rate ¹ / 6 months |
|---|------------------|-----------------------------|----------------------------------|---|--|---|--|
| Lead Banner | URL ² | Top right corner of webpage | Appear on every page | 600x90 px | JPEG, constant GIF (animated GIF not accepted). ⁴ No flash or video | \$2,500 | \$1,750 |
| Large Tower | URL | Left side of webpage | Appear on every page | Max. height, 160px Max. width, 130px | JPEG, GIF or animated GIF ³ No flash or video | \$1,500 | \$1,050 |
| Medium Tower | URL | Right side of webpage | Appear on every page | Max. height, 70px Max. width, 160px | JPEG, GIF no animated GIF, flash or video. | \$1,250 | \$875 |
| Small Tower | URL | Left side of webpage | Appear on every page | Max. height, 90px. Max. width, 130px | JPEG, GIF or animated GIF. No flash or video | \$1,000 | \$700 |
| Directory Listing ⁴ | URL | Alphabetical order | Appear on specified section only | Max. 200 word paragraph(s) of promotional text, company logo (Max. 100x100 px), URL | Html text, JPEG, GIF or animated GIF images. Font specified by OpportunityCrudes.com | Free for companies that have placed ads. All others \$100 | \$70 |
| ¹ 30% off original prices, valid to Feb. 28, 2010 | | | | | | | |
| ² URL (website address if available, or email address) | | | | | | | |
| ³ Animated .gif files, maximum animation time 5 sec., 2 loops | | | | | | | |
| ⁴ Listed on the OpportunityCrudes.com directory page | | | | | | | |

PLACE YOUR AD

Advertisements

To place Lead Banners, Large Towers, Medium Towers or Small Towers, please email the following information to advertising@opportunitycrudes.com

1. The type of product you want, e.g., Large Tower
2. The image file, in the correct size and format (acceptable formats - JPEG, .gif, animated .gif)
3. The URL or email address which the advert will direct users to (e.g. <http://www.opportunitycrudes.com>)
4. If applicable, specify on what section(s) of the website the advertisement should appear
5. Specify a phone number and an email address where we can forward a payment invoice

All listing in this directory are subject to the Terms and Conditions specified.

Directory Listing

To have your company in the directory, please email the following information to advertising@opportunitycrudes.com

1. Company name
2. Short description on how specifically you cater to the opportunity crudes segment. For example: Specialists in coking technology
3. Max. 200 words additional promotional text or company information
4. Company logo (if any), max. 100x100 pixels (Accepted formats - JPEG, .gif or animated .gif images)
5. Company website URL (e.g., <http://www.opportunitycrudes.com>)
6. Specify a phone number and an email address where we can forward a payment invoice

All listing in this directory are subject to the Terms and Conditions specified.

Submit your company information and we will list it for FREE in our directory for one year. Offer valid until April 30th, 2010.

For further assistance please contact us at advertising@opportunitycrudes.com

Or

Call 610-408-0116

TERMS and CONDITIONS

1. OpportunityCrudes.com (OC) maintains the right to edit, revise, or reject any advertisement for any reason.
 2. OC reserves the right to limit the length of an individual advertisement contract.
 3. OC reserves the right to sell a maximum of three advertisements in website rotation, per ad spot.
 4. Advertising rates are subject to change at any time.
 5. OC is not responsible for errors in advertisements.
 6. OC does not guarantee the reach or readership of an advertisement
 7. The advertiser and advertising agency jointly and separately assume liability for all content (including text representation, illustrations, updates, and links to other internet content) of advertisements published and also assume responsibility for any claims arising there from made against OC or its affiliates, including all costs associated with defending any such claim.
 8. All advertising copy that may be mistaken by a reader as news, feature, or other non-advertising materials must be clearly marked "advertisement".
 9. Positions of advertising material are at the discretion of OC. Adjustments or refunds will not be made because of position. To the best of OC ability, position requests that appear on advertisement orders will be honored, but cannot be guaranteed.
 10. OC is not liable for failure to publish advertisement at specified time.
 11. OC is not responsible for errors appearing in advertisements.
 12. Corrections/changes to advertisements must be specified in writing.
 13. Should the advertiser cancel the advertisement, OC will not refund the amount paid if the advertisement has been placed on the website.
 14. OC reserves the right to withhold advertising if payment is pending.
 15. OC shall not be liable to the advertiser for any technical malfunction, computer error, loss of data, or other injury, damage, or disruption to advertisements or website.
 16. Any advertisement shall not cause any damage to the computers, servers, software, or any other technology of our end users. Further, Advertiser agrees that it shall not post, transmit, or make available, in any way, any software, technology, program, or other material which contains a computer virus, trojan horse, timebomb, worm, or other technology or software causing damage to an end user's computer.
 17. OC has no obligation to detect the presence of any computer virus, trojan horse, timebomb, worm, or other technology or software causing damage to an end user's computer in any item received from advertisers.
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