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## Your Vehicle to Reach 120,000 Readers

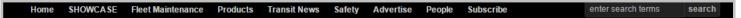
- BANNER ADS: ROS
- NEWS PROFILES
- KEY WORDS & SEO
- **♦ CATEGORY EXCUSIVITY**
- ♦ E-BLASTS

### **MEDIA KIT 2015**

Welcome to <u>Fleet News Daily</u>, the fastest growing, online trade publication exclusively devoted to covering fleets and transits – 24 x 7.

Born online, published online and viewed online, Fleet News Daily is the # 1 vehicle to reach today's busy fleet and transit executives where they get their information first – online. We're also 100% mobile-ready, with news easily delivered to your favorite device!

From Engines & Drivetrains to Brakes, Suspensions & Chassis, from Telematics, Maintenance & Safety to Fuel, Green Energy, Regulatory Updates and more – we've got you covered.



# fleetnews



Wheels & Tires

Tools Equipment Fuel & Oil Shop Stuff Driver Stuff

Training

Management

Green Contact







#### Magellan to Unveil New Android GPS Navigation **Device and Application**

fleetnewsdaily | November 19, 2014

Magellan, a leader in GPS devices and content will debut its latest fleet product, the RoadMate RC9496T-LMB, a 7 inch Android GPS fleet navigation device, and the Magellan Fleet Manager desktop tool, at the Connected Fleets USA 2014 show in Atlanta, November 20-21. The RoadMate RC9496T-LMB is fleet ready with a serial port, dash mount, [...]





#### 1 2 3 4 5 6 7

#### **Telematics & Software**



Telefónica and Geotab to Launch M2M Plug-and-



Halo Tire Inflator **Customers Get a Bonus** 



Magellan to Unveil New Android GPS Navigation

#### Fleet News

- » Grande West Announces New Orders and Launch of the 30ft Vicinity Model -MarketWatch
- » California Approves \$13.5 Million in Loans for Energy-Efficient Upgrades to ... -AltEnergyMag (press release)
- » Put the breaks on the per-mile vehicle tax -AMERICAblog (blog)
- » P.M. Executive Briefing Aug. 11 | Transport Topics Online | Trucking ... - Transport Topics

## **CUSTOMIZE YOUR CAMPAIGN**

Rather than sell static advertising space, Fleet News **BANNER ADS: ROS** Daily does the opposite. We build dynamic, resultsdriven, customized promotional campaigns.

Elements we offer include:

- 1. **Banner Ads**: Your choice of prominent, available banner ads, linking from our site to yours.
- 2. Sponsored Content: Guaranteed Sponsored Content news articles with homepage and category-specific placement.
- 3. **SEO for Google**: Embedded back links on key words you designate, directly from our site to yours!
- 4. **eBlasts**: Custom delivery or featured in our daily news

- **NEWS PROFILES**
- **KEY WORDS & SEO**
- CATEGORY EXCUSIVITY
- E-BLASTS





A = Skybox	Run of Site (viewed on every page)
Size: 468 x 60	Rate: \$655/month (3-month minimum)
B = Control Tower	Run of Site (viewed on every page)
Size: 220 x 90	Rate: \$475/month (3-month minimum)
C = Leader Board	Run of Site (viewed on every page)
Size: 728 x 90	Rate: \$625/month (3-month minimum)
D = JumboTron	Sponsored Content on Homepage
Size: 630 x 250	Rate: \$525/week (2-week minimum)
E = Big Screen	Run of Site (viewed on every page)
Size: 300 x 250	Rate: \$645/month (3-month minimum)
F = MVP	Sponsored Content on Homepage and Category Page
200-400 Words + Pics	Rate: \$450/week (2-week minimum)

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eBlasts A5,000 week





- Electric Vehicle Fast Charging Expanding in Chicago
- Fuel Prices Lower Again
- · ATRI Seeks Input on Driver Assisted Truck Platooning
- SmartDrive and Convoy Technologies Partner to Advance Safety
- Nissan Offers Free Public Charging for New LEAF Buyers in Chicago
- Optronics Opts for 90,000 Sq. Ft. Distribution Facility in Indiana

Your News Here!

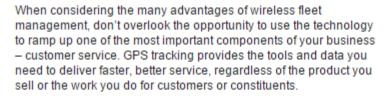
- E Blasts to 45,000 industry leaders each week
- Included in "news flow"
- SEO focus on your key words



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- Protect your company's public image and brand by improving driver behavior on the road
- Build your reputation as a reliable service provider or vendor
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