Media Opportunities

Reach 220,000 Fleet Professionals Every Week
Welcome to the fastest-growing, digital trade publication exclusively designed for the fleet industry.
Why Fleet News Daily?

1. Reach 40,000+ active subscribers in the commercial fleet industry every day
2. Wholistic Media Mix: Website, eNewsletter, Social Media
3. SEO packages: Keywords, Links, Boost Google Search Ratings
4. Fastest-growing online daily publication exclusively dedicated to fleets and transits

<table>
<thead>
<tr>
<th>ACTIVE DAILY SUBSCRIBERS</th>
<th>TARGETED MONTHLY VISITORS</th>
<th>SOCIAL MEDIA</th>
<th>TOTAL MONTHLY REACH (WEB + SOCIAL)</th>
</tr>
</thead>
<tbody>
<tr>
<td>40K+</td>
<td>60K</td>
<td></td>
<td>880K</td>
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</tbody>
</table>
Target audience

Reach decision-makers in fleet tracking, fueling, training, technology, vehicle performance, safety, driver acquisition and retention, monitoring, and fleet efficiencies.

Fleet Size | < 25 8%, 25-100 12%, 101-499 45%, > 500 35%
Revenue | < $100MM 60%, $100-$499MM 24%, > $500MM 16%
Job Title | C-level executive 35%, Operations & safety 33%, VP 12%
Role | Purchasing 67%, Decision Maker 87%, Sr. Management 70%
Ad Products

01 “CONTROL TOWER”
Homepage + appears on every page of the site!
- Size: 220 x 90
- $675/month (3-month minimum)
- Impressions 55,000/month
- Click through rate report after 3 month

Rocket Fuel: Get 880,000 more impressions in our eNewsletter for an additional $850/month.
Ad Products

02 “BIG SCREEN”
Homepage + appears on every page of the site!
- Size: 300 x 250
- $745/month (3-month minimum)
- Impressions 55,000/month
- Click through rate report after 3 month

🚀 Rocket Fuel: Get 880,000 more impressions in our eNewsletter for an additional $850/month.
Ad Products

- Size: 728 x 90
- $750/month (3-month minimum)
- Impressions 55,000/month
- Click through rate report after 3 months

🚀 Rocket Fuel: Get 880,000 more impressions in our eNewsletter for an additional $850/month.
Ad Products

- Size: 630 x 250
- $575/week (2-week minimum)
- Impressions 55,000/month
- Click through rate report after 3 month

Rocket Fuel: Get 880,000 more impressions in our eNewsletter for an additional $850/month.
Ad Products

05 FEATURED VIDEO
Sponsored video on Homepage

- 200-400 Words + Pics
- Rate: $650/week (2-week minimum)
- 5/week (2-week minimum)
- Impressions 55,000/month
- Click through rate report after 3 month

Rocket Fuel: Get 880,000 more impressions in our eNewsletter for an additional $850/month.
Email campaign

06 CUSTOM HTML eBLAST
45k + Commercial Fleet Members Subscribing

- $550/ email – one time delivery
- $750 for two emails (in one 4-week period)
- $975 for three emails (in one 6-week period)

* Pricing above for a custom eBlast, in which the client provides content in the html.
News Content Campaign

Guaranteed homepage and eNewsletter editorial coverage of your Press Releases, News Stories, Native storyline, CEO Interviews, and Case Studies.

Top Line Featured New Content Keyword links for higher Google Rankings. Catalogued and maintained for longer search lifetime.

- $395 one time published
- $595 two published
- $975 three published
Super 6 Promotional Package

Join WABCO, NAFA, Stertil-Koni, Verizon, Fleetmatics, Omnitraccs, and others in using this value-packed campaign.

Starting at $1,699/mo

- Guaranteed homepage news content
- Banner ads on every page
- Featured videos
- Keyword links for enhanced results on Google search
- Top banner ads in our daily e-newsletter
- Custom eBlasts — your message, our audience
<table>
<thead>
<tr>
<th>NAME</th>
<th>SIZE</th>
<th>IMPRESSIONS</th>
<th>COST</th>
<th>MINIMUM</th>
<th>CLICK THROUGH RATE</th>
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<td>1. CONTROL TOWER</td>
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<td>3. LEADERBOARD</td>
<td>728 x 90</td>
<td>55,000/month</td>
<td>$750/month</td>
<td>3-month</td>
<td>Click through rate report after 3 month</td>
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<tr>
<td>Appears on every page.</td>
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<tr>
<td>4. JUMBOTRON SPONSORED</td>
<td>630 x 250</td>
<td>55,000/month</td>
<td>$575/week</td>
<td>2-week</td>
<td>Click through rate report after 3 month</td>
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<tr>
<td>Appears on every page.</td>
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<tr>
<td>5. FEATURED VIDEO</td>
<td>200-400</td>
<td>55,000/month</td>
<td>$650/week</td>
<td>2-week</td>
<td>Click through rate report after 3 month</td>
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<tr>
<td>Sponsored video on Homepage</td>
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<tr>
<td>6. CUSTOM HTML eBLAST</td>
<td>Client</td>
<td>55,000/month</td>
<td>$650/week</td>
<td>2-week</td>
<td>Click through rate report after 3 month</td>
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<tr>
<td>content</td>
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<td>7. CONTENT MARKETING</td>
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<tr>
<td>Your News, our editorial team &amp; audience.</td>
<td></td>
<td>55,000/month</td>
<td>$395, 1x, $595, 2x, $975, 3x</td>
<td>1x</td>
<td>Click through rate report after delivery</td>
</tr>
<tr>
<td>Guaranteed homepage and eNewsletter editorial coverage.</td>
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<tr>
<td>Super 6 Promo Package</td>
<td>1-6 above</td>
<td>55,000/month</td>
<td>$1,699/mo ($550 savings)</td>
<td>3-month</td>
<td>Click through rate report after delivery</td>
</tr>
<tr>
<td>Rocket Fuel</td>
<td>email</td>
<td>880,000/month</td>
<td>$850/month</td>
<td>variable</td>
<td>Click through rate report after delivery</td>
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Ready to place your ad? Call (610) 346-4236  Call (610) 346-4236 | stephen@fleetnewsdaily.com
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Starting at $1,699/mo

1. Guaranteed homepage news content
2. Banner ads on every page
3. Featured videos
4. Keyword links for enhanced results on Google search
5. Top banner ads in our daily e-newsletter
6. Custom eBlasts — your message, our audience

$560 Savings
Market trends
Commercial Fleet Opportunities in a Time of Innovation and Disruption.

By 2020, an estimated 250 million Connected vehicles will be on roads worldwide. With smart transportation on the rise comes a demand for faster connectivity. Enterprises are looking to devices that are capable of acceleration tracking, a more accurate GPS, expanded capabilities for vehicle-generated data and support for new vehicle types globally - including electric vehicles.
Market trends

02

Global Fleet Tracking will Reach $85B by end of 2019

Fleets are largely unconnected today, representing huge upside for the Telematics and IoT enabled fleet management market. The global commercial vehicle telematics market is expected to reach $85.4 billion by 2024, rising at growth of 19.4% CAGR.

Fleet News Daily audience is rushing towards a new world of on-board communication, route plans, tracking location, performance, safety and speed determination.
Market trends

03

Leading Trends in Commercial Fleet Space

- Telematics Connected Fleets
- Autonomous Vehicles
- Fleet Efficiencies, Design, Safety Fuel, Battery, Usage.
- Driver Shortage
- Electronic Logging Devices (ELDs)
- Electric Powered Vehicles (EV)

TOP 5 INDUSTRY TRENDS
- Telematics
- Driver tracking/behavior
- System integration
- Data Security
- Autonomy
From Maryland with Pride.

Thank you.

www.fleetnewsdaily.com

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stephen@fleetnewsdaily.com