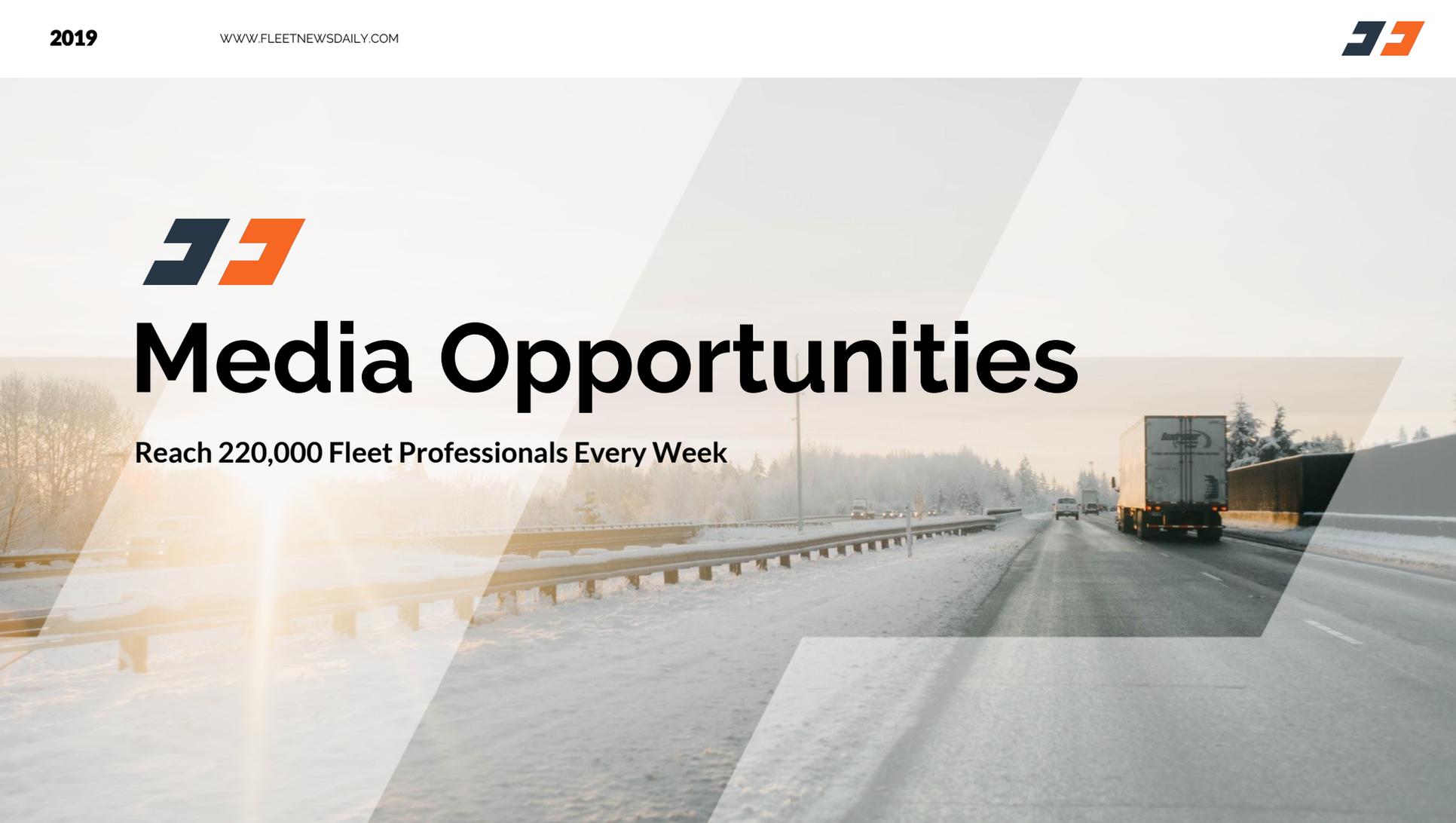




# Media Opportunities

Reach 220,000 Fleet Professionals Every Week





[www.fleetnewsdaily.com](http://www.fleetnewsdaily.com)

Welcome to the **fastest-growing**,  
digital trade publication **exclusively**  
designed for the **fleet industry**.



# Why Fleet News Daily?



Reach 40,000+ active subscribers in the commercial fleet industry every day



Wholistic Media Mix: Website, eNewsletter, Social Media



SEO packages: Keywords, Links, Boost Google Search Ratings



Fastest-growing online daily publication exclusively dedicated to fleets and transits

ACTIVE DAILY SUBSCRIBERS

40K+

TARGETED MONTHLY VISITORS

60K

SOCIAL MEDIA



TOTAL MONTHLY REACH (WEB + SOCIAL)

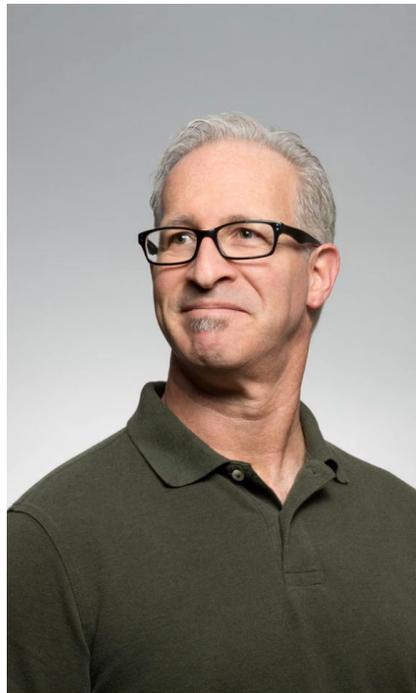
880K



# 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.

The screenshot shows a website layout with a navigation bar at the top containing links: Wheels & Tires, Tools, Equipment, Fuel & Oil, Driver Stuff, Training, Management, Green, Featured Videos, Fleet Tracking, Shop Stuff, and Contact.

Below the navigation bar is a banner advertisement for "VIDEO-BASED SAFETY MYTH VS. REALITY" by SMARTDRIVE, with a "DOWNLOAD NOW" button. To the right of this banner is a green and yellow flower graphic.

The main content area features an article titled "Digital Freight Brokerage Grows Into Revenue Opportunity as Truck-as-a-Service Gains Traction" by fleetnewsdaily | February 28, 2019. The article text states: "TaaS market to top \$79.42 billion by 2025 with digital freight brokerage segment reaching \$54.2 billion, finds Frost & Sullivan The surge in service- and solution-based revenue streams following the rise in digital transformation, autonomous trucking, urban trucking, platformization, and dealership evolution is expected to propel the \$11.2 billion Truck-as-a-Service (TaaS) market toward \$79.42 billion [...]". An illustration of a hand holding a smartphone with a truck icon is shown next to the article.

Below the article is a pagination control with numbers 1 through 7.

At the bottom of the main content area is a "Featured Videos" section with a row of video thumbnails, including one for "Michelin 3D Printed Airless Tire".

On the right side of the page, there is a newsletter sign-up form with the text "Join more than 40,000 Fleet Professionals who enjoy our FREE e-newsletter", an "Enter Email Here" input field, and a "Sign up" button.

At the bottom right, there is a "BRAKE SMARTER." advertisement featuring a car's brake system and a "EV CHARGING" advertisement with a red and white logo.

# 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.

The screenshot displays a website layout with a navigation bar at the top containing links for: Wheels & Tires, Tools, Equipment, Fuel & Oil, Driver Stuff, Training, Management, Green, Featured Videos, Fleet Tracking, Shop Stuff, and Contact.

Key content areas include:

- VIDEO-BASED SAFETY MYTH VS. REALITY**: An advertisement for SMARTDRIVE with a "DOWNLOAD NOW" button and a Twitter social media link.
- Digital Freight Brokerage Grows Into Revenue Opportunity as Truck-as-a-Service Gains Traction**: A featured article with a date of February 28, 2019, and a thumbnail image of a hand holding a smartphone over a truck route map.
- Join more than 40,000 Fleet Professionals who enjoy our FREE e-newsletter**: A sign-up form with an "Enter Email Here" field and a "Sign up" button.
- Featured Videos**: A row of video thumbnails, including one for "Michelin 3D Printed Airless Tire" with a "Watch later" and "Share" option.
- BRAKE SMARTER.**: A large advertisement featuring a brake disc and the text "EV CHARGING" at the bottom.

# Ad Products

## 03 LEADERBOARD, HOMEPAGE

Also appears on every page of the site!

- Size: 728 x 90
- \$750/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.

The screenshot displays a website layout with a top navigation bar containing links: Wheels & Tires, Tools, Equipment, Fuel & Oil, Driver Stuff, Training, Management, Green, Featured Videos, Fleet Tracking, Shop Stuff, and Contact.

Key ad products and content visible include:

- VIDEO-BASED SAFETY MYTH VS. REALITY**: A banner ad with a 'SMARTDRIVE' logo and a 'DOWNLOAD NOW' button.
- Digital Freight Brokerage Grows Into Revenue Opportunity as Truck-as-a-Service Gains Traction**: A featured article with a date of February 28, 2019, and a thumbnail image of a truck on a road.
- Join more than 40,000 Fleet Professionals who enjoy our FREE e-newsletter**: A sign-up form with an 'Enter Email Here' field and a 'Sign up' button.
- BRAKE SMARTER.**: A large advertisement featuring a truck's brake system.
- EV CHARGING**: A partially visible advertisement at the bottom right.
- Featured Videos**: A section with video thumbnails, including one for 'Michelin 3D Printed Airless Tire'.

# Ad Products

## 04 JUMBOTRON SPONSORED CONTENT

Homepage and appears on every page of the site!

- 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.

Wheels & Tires Tools Equipment Fuel & Oil Driver Stuff Training Management Green Featured Videos Fleet Tracking Shop Stuff Contact

VIDEO-BASED SAFETY MYTH VS. REALITY

SMARTDRIVE

DOWNLOAD NOW

Catch Us on Twitter

**Digital Freight Brokerage Grows Into Revenue Opportunity as Truck-as-a-Service Gains Traction**

fleetnewsdaily | February 28, 2019

TaaS market to top \$79.42 billion by 2025 with digital freight brokerage segment reaching \$54.2 billion, finds Frost & Sullivan The surge in service- and solution-based revenue streams following the rise in digital transformation, autonomous trucking, urban trucking, platformization, and dealership evolution is expected to propel the \$11.2 billion Truck-as-a-Service (TaaS) market toward \$79.42 billion [...]

Join more than 40,000 Fleet Professionals who enjoy our FREE e-newsletter

Enter Email Here

Sign up

BRAKE SMARTER.

Featured Videos

W Michelin 3D Printed Airless Tire

Watch later Share

EV CHARGING

# 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.

feature as part of all new [...]

1 2 3 4 5 6 7

Featured Videos

2019 Media Content and Generation

VIARTORI

Fleet

FedEx SameDay Bot from FedEx on Vimeo.

FedEx SameDay Bot from FedEx

00:28

vimeo

**FedEx Unveils Autonomous Delivery Robot**

FedEx SameDay Bot an autonomous delivery device designed to help retailers make same-day and last-mile deliveries to their customers. With the bot, retailers will be able to accept orders from nearby customers and deliver them by bot directly to customers' homes or businesses the same day. FedEx is collaborating with companies such as AutoZone, Lowe's, [...]

[Continue Reading](#)

### Telematics & Fleet Tracking

ORBCOMM

CONNECTING THE WORLD'S ASSETS

Fewer parts.

NEW!

EV CHARGING STATIONS

HCS-80

Level 2 | 64A | 240V

starting at \$969

Call or click for details

CLIPPERCREEK (877) 694-4194

TESTED

fleet news DAILY



# 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.





A blurred image of a parade float. The float features large, illuminated letters spelling 'HAPPY BIRTHDAY' in purple and white. In the foreground, there is a large, green, muscular character with a metallic chest plate, possibly a superhero or mascot. The background is filled with streaks of light, suggesting motion and a festive atmosphere.

# Have it all...

## Super 6 Promotional Package

\$560 Savings

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

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



NAME		SIZE	IMPRESSIONS	COST	MINIMUM	CLICK THROUGH RATE
<b>1. CONTROL TOWER</b> Homepage + appears on every page.		220 x 90	55,000/month	\$675/month	3-month	Click through rate report after 3 month
<b>2. BIG SCREEN</b> Homepage + appears on every page.		300 x 250	55,000/month	\$745/month	3-month	Click through rate report after 3 month
<b>3. LEADERBOARD</b> Appears on every page.		728 x 90	55,000/month	\$750/month	3-month	Click through rate report after 3 month
<b>4. JUMBOTRON SPONSORED</b> Appears on every page.		630 x 250	55,000/month	\$575/week	2-week	Click through rate report after 3 month
<b>5. FEATURED VIDEO</b> Sponsored video on Homepage		200-400 Words, Pics	55,000/month	\$650/week	2-week	Click through rate report after 3 month
<b>6. CUSTOM HTML eBLAST</b>		Client content	45k+ Commercial Fleet Members Subscribing	\$550, 1x, \$750, 2x , \$975, 6x	1x	Click through rate report after delivery
<b>7. CONTENT MARKETING</b> Your News, our editorial team & audience.		Guaranteed homepage and eNewsletter editorial coverage.		\$395, 1x, \$595, 2x, \$975, 3x	1x	Click through rate report after delivery
<b>Super 6 Promo Package</b>	<b>SAVE \$550</b>	1-6 above	55,000/month	\$1,699/mo (\$550 savings)	3-month	Click through rate report after delivery
<b>Rocket Fuel</b>	<b>NEW</b>	email	880,000/month	\$850/month	variable	Click through rate report after delivery



# Have it all...



## Super 6 Promotional Package

**\$560 Savings**

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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



# Market trends

02



# Market trends

## 01

### 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.



Large fleets are hungry for emerging technologies like autonomous vehicles, changing ownership models, and telematics.

# 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.



Fleets are largely unconnected today, this means huge upside for the telematics and IoT-enabled fleet management market.

# 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](http://www.fleetnewsdaily.com)



Ready to place your ad?

Call (610) 346-4236  
[stephen@fleetnewsdaily.com](mailto:stephen@fleetnewsdaily.com)