Every day

Fleet News Daily’s audience is rushing toward a new world of on-board communication, autonomous vehicles, route planning, location tracking, performance measuring, and safety determination.
Hello. Meet the fastest-growing digital media platform for the commercial fleet industry.
Every day

People interact with our brand daily through a multimedia platform.

- website
- subscription-based e-newsletter
- social media
- searchable archive
# Impact

<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>
</tr>
</tbody>
</table>

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
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

**“BIG SCREEN”**
Homepage + appears on every page of the site!
- Size: 300 x 250
- $845/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

03 LEADERBOARD, HOMEPAGE
Also appears on every page of the site!

- Size: 728 x 90
- $850/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

**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.
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

CUSTOM HTML eBLAST
45k + Commercial Fleet Members Subscribing

- $950/ email – one time delivery
- $1750 for two emails (in one 4-week period)
- $2675 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

07  CONTENT MARKETING
Your News, our editorial team and targeted audience

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.

- $695  one time published
- $995  two published
- $1275 three published
<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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<tr>
<td>1. CONTROL TOWER</td>
<td>220 x 90</td>
<td>55,000/month</td>
<td>$775/month</td>
<td>3-month</td>
<td>Click through rate report after 3 month</td>
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<td></td>
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<td>2. BIG SCREEN</td>
<td>300 x 250</td>
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<tr>
<td>3. LEADERBOARD</td>
<td>728 x 90</td>
<td>55,000/month</td>
<td>$850/month</td>
<td>3-month</td>
<td>Click through rate report after 3 month</td>
</tr>
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<td></td>
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<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>5. FEATURED VIDEO</td>
<td>200-400 Words, Pics</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>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. CUSTOM HTML eBLAST</td>
<td>Client content</td>
<td>45k+ Commercial Fleet Members Subscribing</td>
<td>$950, 1x, $1750, 2x, $2675, 6x</td>
<td>1x</td>
<td>Click through rate report after delivery</td>
</tr>
<tr>
<td>7. CONTENT MARKETING</td>
<td>Guaranteed homepage and eNewsletter editorial coverage.</td>
<td></td>
<td>$695, 1x, $995, 2x, $1,275, 3x</td>
<td>1x</td>
<td>Click through rate report after delivery</td>
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**Super 6 Promo Package** | **SAVE $560** | 55,000/month | $2,299/mo ($550 savings) | 3-month   | Click through rate report after delivery |

**Rocket Fuel** | **NEW** | email | 880,000/month | $850/month | variable | Click through rate report after delivery |

Ready to place your ad? Call (610) 346-4236 | (610) 346-4236 | stephen@fleetnewsdaily.com
Have it all...

Super 6 Promotional Package

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

Starting at $2,299/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

02
Market trends

01

Commercial Fleet Opportunities in a Time of Innovation and Disruption.

By 2022, 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 2024

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

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