



fnd⁷

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.





Fleet News Daily

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

ACTIVE DAILY SUBSCRIBERS

40K+

1

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

2

Wholistic Media Mix: Website, eNewsletter, Social Media

TARGETED MONTHLY VISITORS

60K

SOCIAL MEDIA



3

SEO packages: Keywords, Links, Boost Google Search Ratings

4

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

TOTAL MONTHLY REACH (WEB + SOCIAL)

880K

Target audience

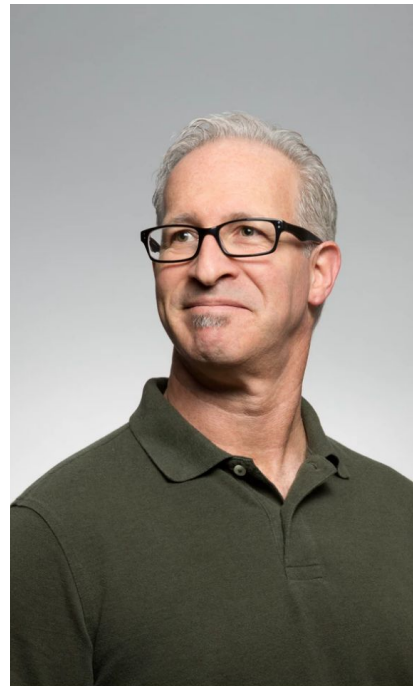
Reach decision-makers in fleet tracking, fueling, training, technology, vehicle performance, safety, driver acquisition and retention, monitoring, and fleet efficiencies.

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 the website's navigation bar with categories: Wheels & Tires, Tools, Equipment, Fuel & Oil, Driver Stuff, Training, Management, Green, Featured Videos, Fleet Tracking, Shop Stuff, and Contact.


Key ad products visible include:

- VIDEO-BASED SAFETY MYTH VS. REALITY** (SMARTDRIVE) with a "DOWNLOAD NOW" button.
- Digital Freight Brokerage Grows Into Revenue Opportunity as Truck-as-a-Service Gains Traction** (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 [...]".
- Join more than 40,000 Fleet Professionals who enjoy our FREE e-newsletter** with an email input field and "Sign up" button.
- BRAKE SMARTER.** featuring a car's brake system.
- EV CHARGING** with a red arrow icon.
- Featured Videos** section with thumbnails for "MARTORE", "fleet 6", and "WABCO".
- Michelin 3D Printed Airless Tire** video player with "Watch later" and "Share" buttons.

Ad Products

O2 "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.

The screenshot shows the website's navigation bar with categories: Wheels & Tires, Tools, Equipment, Fuel & Oil, Driver Stuff, Training, Management, Green, Featured Videos, Fleet Tracking, Shop Stuff, and Contact.


Key ad placements include:

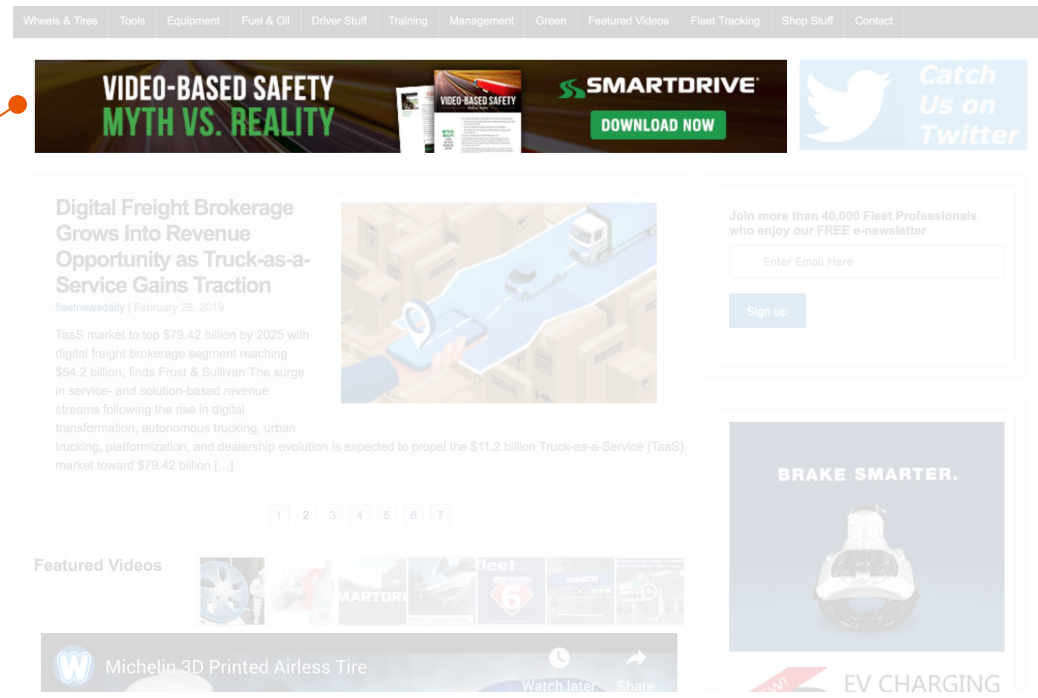
- VIDEO-BASED SAFETY MYTH VS. REALITY** (SMARTDRIVE) with a "DOWNLOAD NOW" button.
- Catch Us on Twitter** banner.
- Digital Freight Brokerage Grows Into Revenue Opportunity as Truck-as-a-Service Gains Traction** article with a "Sign up" button for a newsletter.
- BRAKE SMARTER.** advertisement featuring a brake disc.
- EV CHARGING** advertisement.
- Featured Videos** section with thumbnails for SMARTDRIVE, fleet, and WABCO.
- Michelin 3D Printed Airless Tire** advertisement at the bottom.

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.




The screenshot shows the homepage layout of fleetnewsdaily.com. At the top is a navigation menu with categories: Wheels & Tires, Tools, Equipment, Fuel & Oil, Driver Stuff, Training, Management, Green, Featured Videos, Fleet Tracking, Shop Stuff, and Contact. Below the menu is a large banner advertisement for 'VIDEO-BASED SAFETY MYTH VS. REALITY' by SMARTDRIVE, featuring a 'DOWNLOAD NOW' button and a Twitter social media link. The main content area includes a featured article titled 'Digital Freight Brokerage Grows Into Revenue Opportunity as Truck-as-a-Service Gains Traction' with a date of February 28, 2019, and a corresponding image of a hand holding a smartphone with a truck icon. To the right of the article is a newsletter sign-up form with the text 'Join more than 40,000 Fleet Professionals who enjoy our FREE e-newsletter' and a 'Sign up' button. Below the article is a 'Featured Videos' section with a row of video thumbnails, including one for 'Michelin 3D Printed Airless Tire'. At the bottom right, there is a 'BRAKE SMARTER.' advertisement featuring a brake disc and a 'EV CHARGING' banner.

Ad Products


O4 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

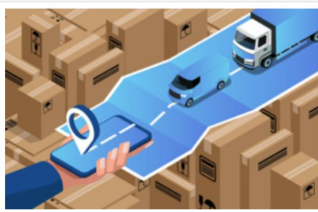
Catch Us on Twitter



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



 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

Fleet 6

FedEx SameDay Bot from FedEx on 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

- \$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.

* Custom eBlast is only available as part of our Super 6 Package.



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



NAME	SIZE	IMPRESSIONS	COST	MINIMUM	CLICK THROUGH RATE	
1. CONTROL TOWER Homepage + appears on every page.	220 x 90	55,000/month	\$775/month	3-month	Click through rate report after 3 month	
2. BIG SCREEN Homepage + appears on every page.	300 x 250	55,000/month	\$845/month	3-month	Click through rate report after 3 month	
3. LEADERBOARD Appears on every page.	728 x 90	55,000/month	\$850/month	3-month	Click through rate report after 3 month	
4. JUMBOTRON SPONSORED Appears on every page.	630 x 250	55,000/month	\$575/week	2-week	Click through rate report after 3 month	
5. FEATURED VIDEO Sponsored video on Homepage	200-400 Words, Pics	55,000/month	\$650/week	2-week	Click through rate report after 3 month	
6. CUSTOM HTML eBLAST	Client content	45k+ Commercial Fleet Members Subscribing	Available only with Super 6 package	1x	Click through rate report after delivery	
7. CONTENT MARKETING Your News, our editorial team & audience.	Guaranteed homepage and eNewsletter editorial coverage.		\$695, 1x, \$995, 2x, \$1,275, 3x	1x	Click through rate report after delivery	
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

Have it all...



Super 6 Promotional Package

\$560/Mo Savings

Join WABCO, NAFA, Stertil-Koni, Verizon, Fleetmatics, Omnitrac, 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

Market trends

02





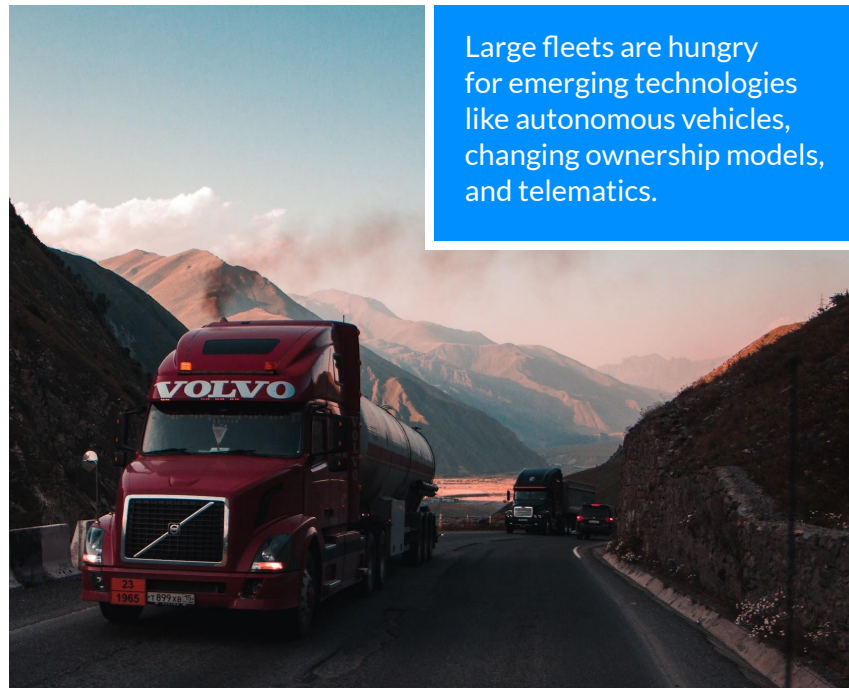
Market trends

01

Commercial Fleet Opportunities in a Time of Innovation and Disruption.

An estimated 250 million Connected vehicles are on the road 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.



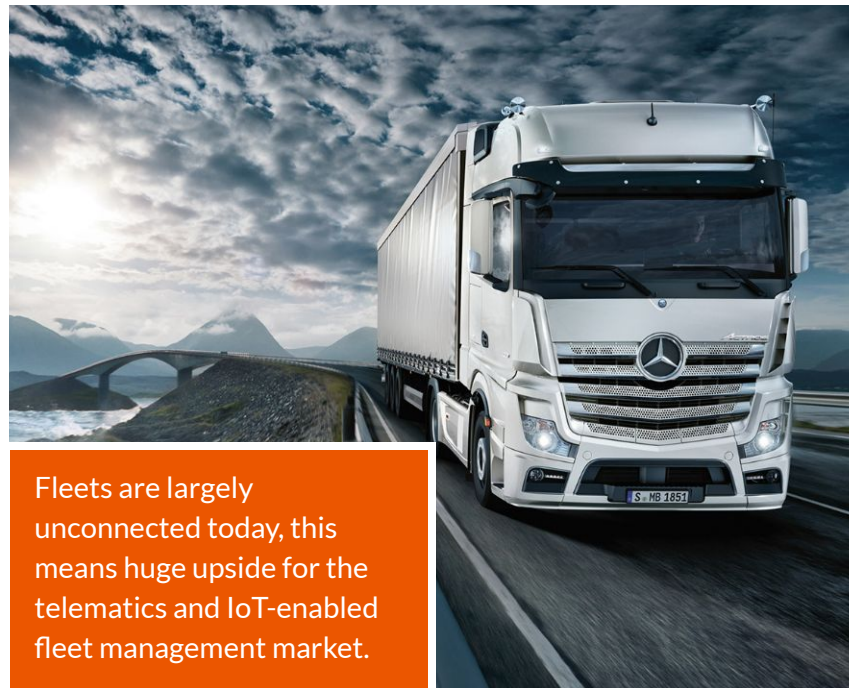
Market trends

02

Global Fleet Tracking is a \$85B Market

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, 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

