



fnd⁷

Every day

Fleet News Daily's audience is rushing toward a new world of on-board communication, autonomous vehicles, fuel optimization, 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+

TARGETED MONTHLY VISITORS

60K

SOCIAL MEDIA



TOTAL MONTHLY REACH (WEB + SOCIAL)

880K

1

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

2

Holistic Media Mix: Website, eNewsletter, Social Media

3

SEO packages: Keywords, Links, Boost Google Search Ratings

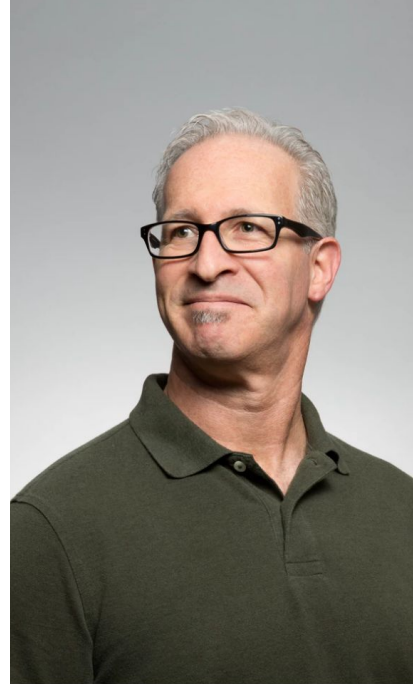
4

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

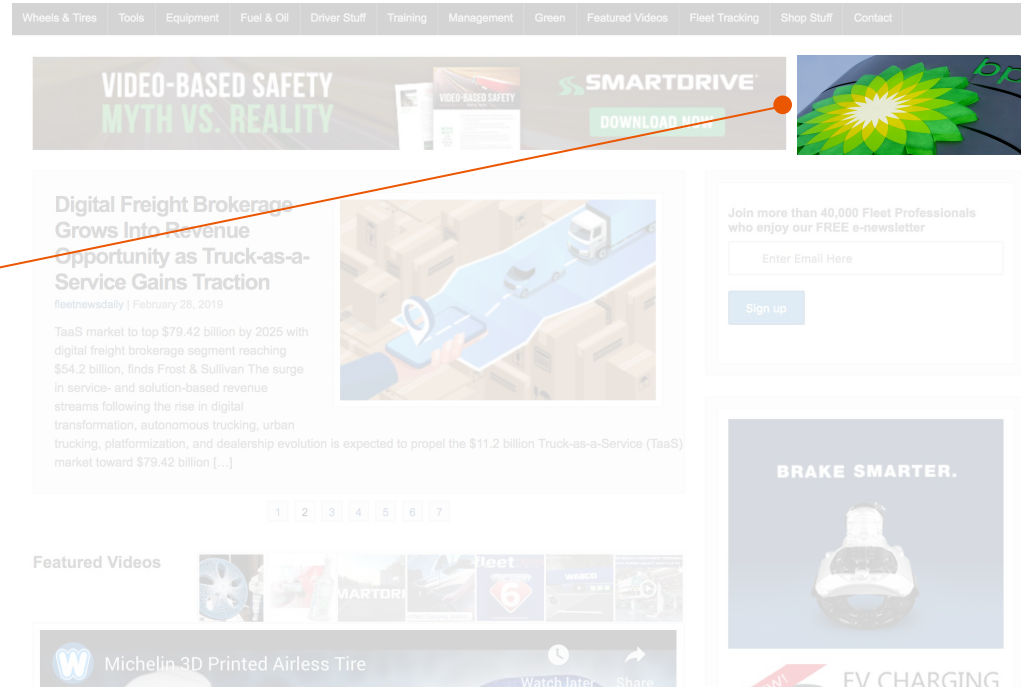
01 “CONTROL TOWER”

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.



The screenshot shows the fleetnewsdaily.com homepage 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, there are several ad products and content blocks:


- VIDEO-BASED SAFETY MYTH VS. REALITY**: A banner ad for SMARTDRIVE with a "DOWNLOAD NOW" button. An orange line points from this ad to the "CONTROL TOWER" ad description.
- Digital Freight Brokerage Grows Into Revenue Opportunity as Truck-as-a-Service Gains Traction**: A featured article 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 orange line points from this article to the "CONTROL TOWER" ad description.
- Join more than 40,000 Fleet Professionals who enjoy our FREE e-newsletter**: A sign-up form with an "Enter Email Here" input field and a "Sign up" button.
- Featured Videos**: A section with a grid of video thumbnails, including one for "Michelin 3D Printed Airless Tire".
- BRAKE SMARTER.**: A large ad featuring a car's brake system.
- EV CHARGING**: A small ad at the bottom right.

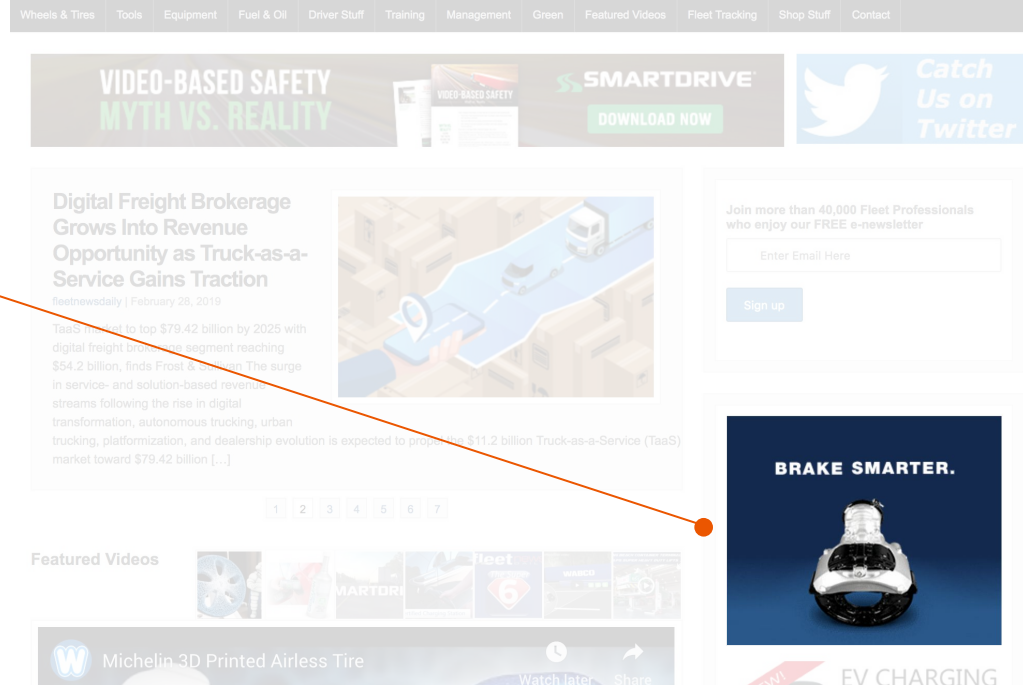
Ad Products

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.



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Below the navigation bar, there are several ad products and content sections:

- VIDEO-BASED SAFETY MYTH VS. REALITY**: A banner ad with a "DOWNLOAD NOW" button.
- Catch Us on Twitter**: A social media promotion featuring the Twitter logo.
- Digital Freight Brokerage Grows Into Revenue Opportunity as Truck-as-a-Service Gains Traction**: A featured article with a thumbnail image of a truck and a hand holding a smartphone. The article text mentions TaaS market growth and is dated February 28, 2019.
- 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 section with video thumbnails, including one for "Michelin 3D Printed Airless Tire".
- BRAKE SMARTER.**: A video ad showing a car's brake system.
- EV CHARGING**: A section at the bottom right with a red and white logo.

An orange line points from the "O2 'BIG SCREEN'" text to a specific ad space on the page.

Ad Products

O3 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.

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](#)

1
2
3
4
5
6
7

Featured Videos

[Watch later](#)
[Share](#)

BRAKE SMARTER.


EV CHARGING

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](#)

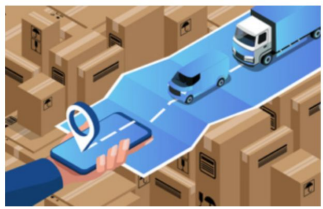
VIDEO-BASED SAFETY MYTH VS. REALITY

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.


EV CHARGING

Featured Videos



Michelin 3D Printed Airless Tire
[Watch later](#)
[Share](#)

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

WARTORI

Fleet 6

FedEx SameDay Bot from FedEx on Vimeo.



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



Email campaign

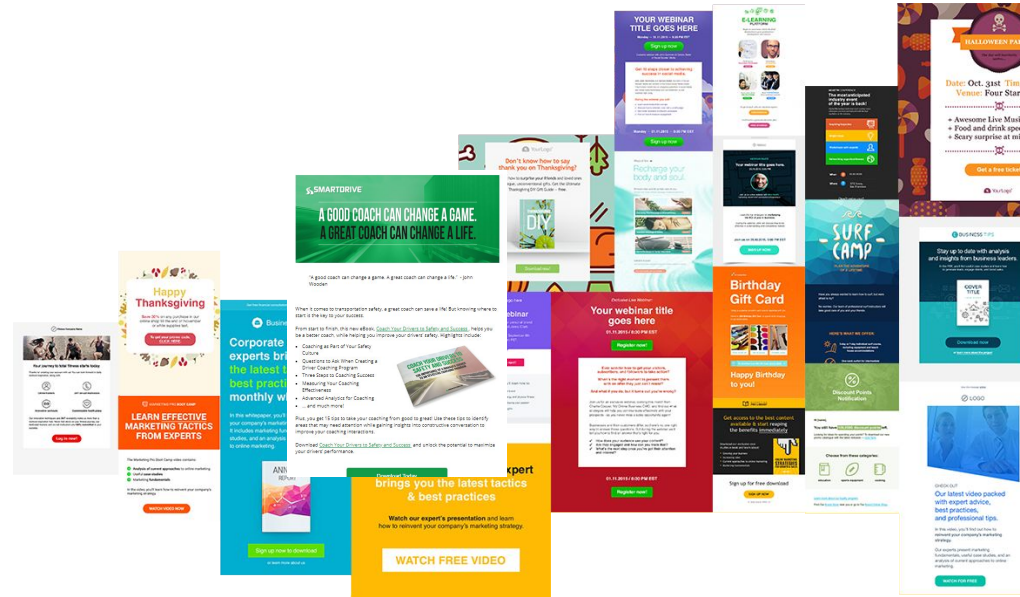
O6 CUSTOM HTML eBLAST

45k + Commercial Fleet Members Subscribing

- \$1,295/ email - one time delivery
- \$2,250 for two emails (in one 4-week period)
- \$3,275 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	\$2,799/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 \$2,799/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



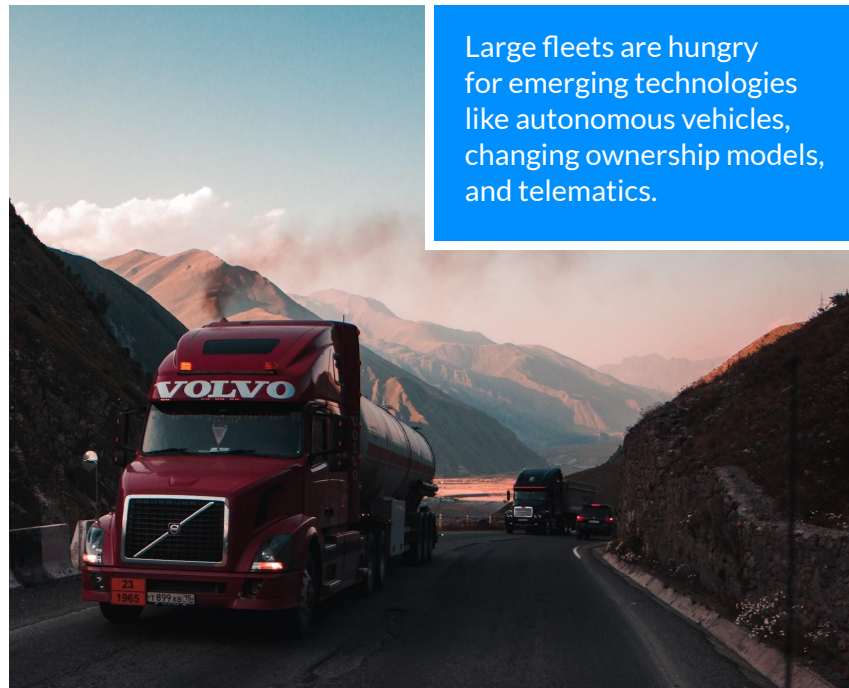
Market trends

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.



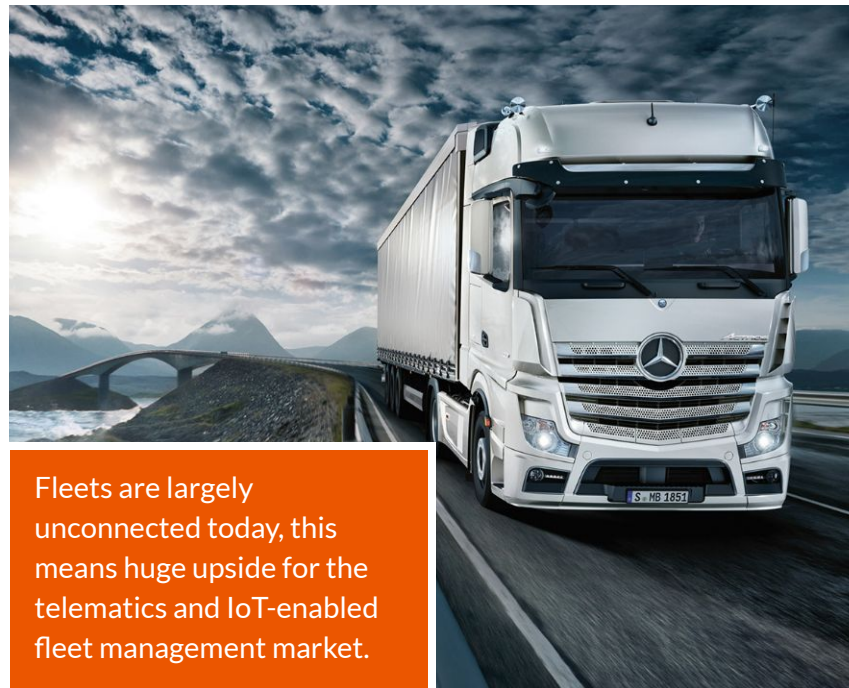
Market trends

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

