



fnd<sup>7</sup>

## 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+

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

Wholistic Media Mix: Website, eNewsletter, Social Media

3

SEO packages: Keywords, Links, Boost Google Search Ratings

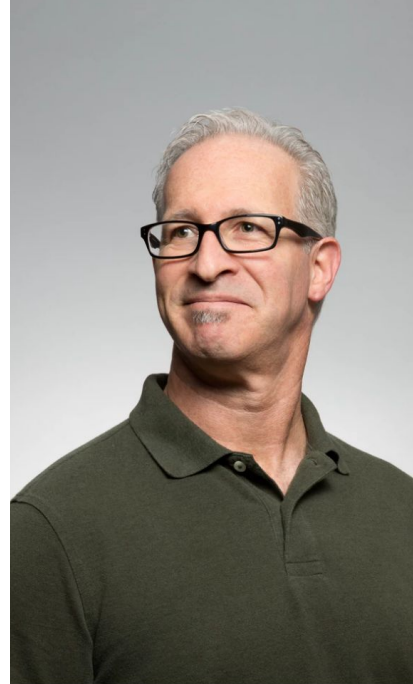
4

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.

The screenshot displays the fleetnewsdaily.com website 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 units and content sections:

- 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 "01 CONTROL TOWER" section.
- 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 "01 CONTROL TOWER" section.
- 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 "Watch later" button and a "Share" button. It includes a video thumbnail 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.

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 sections:


- VIDEO-BASED SAFETY MYTH VS. REALITY:** A banner ad for SMARTDRIVE with a "DOWNLOAD NOW" button.
- Catch Us on Twitter:** A blue banner with the Twitter logo and text.
- 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 a "Watch later" button and a "Share" button, featuring a video thumbnail for "Michelin 3D Printed Airless Tire".
- BRAKE SMARTER.:** A large blue ad featuring a car's brake system.
- EV CHARGING:** A small ad at the bottom right.

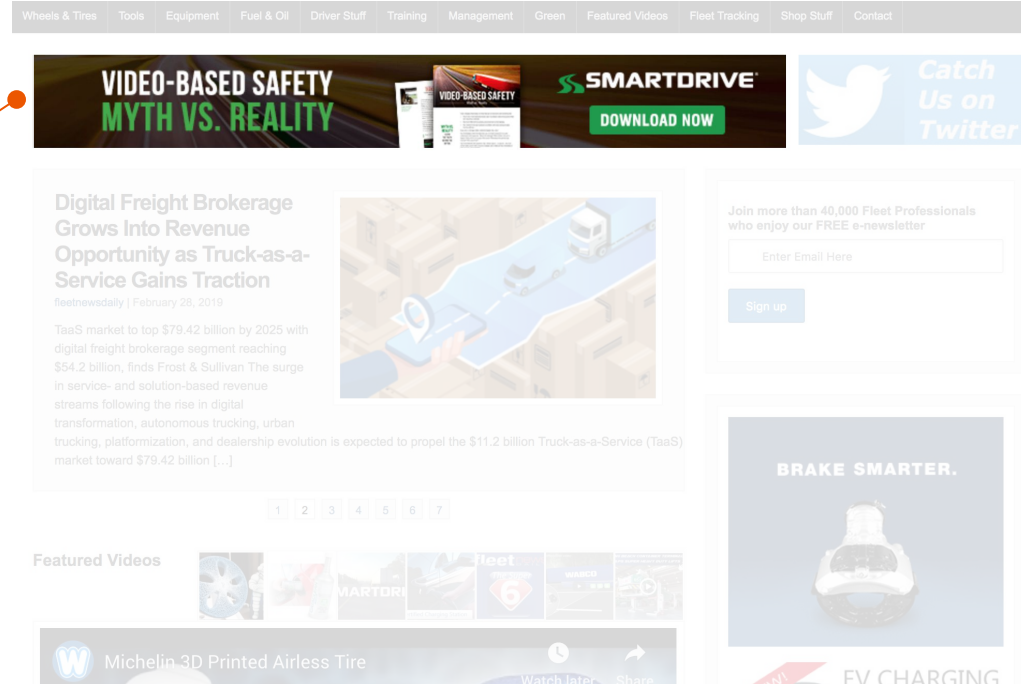
# Ad Products

## 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.



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:


- VIDEO-BASED SAFETY MYTH VS. REALITY:** A banner ad featuring a truck and a smartphone, with a "DOWNLOAD NOW" button.
- SMARTDRIVE:** A banner ad with the SMARTDRIVE logo and a "DOWNLOAD NOW" button.
- Catch Us on Twitter:** A banner ad featuring the Twitter logo and the text "Catch Us on Twitter".
- Digital Freight Brokerage Grows Into Revenue Opportunity as Truck-as-a-Service Gains Traction:** A large article preview with a blue header, a sub-header, a date (February 28, 2019), and a detailed text snippet. It includes an illustration of a hand holding a smartphone with a map and a truck on the screen.
- 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 "Featured Videos" header and a row of video thumbnails, including one for "Michelin 3D Printed Airless Tire".
- BRAKE SMARTER. EV CHARGING:** A large ad featuring a car and the text "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

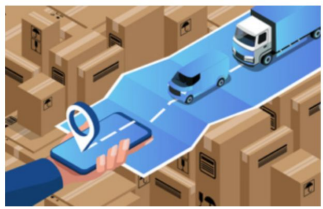


Catch Us on Twitter

**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

1 2 3 4 5 6 7

Featured Videos







Michelin 3D Printed Airless Tire

Watch later Share

BRAKE SMARTER.






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

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



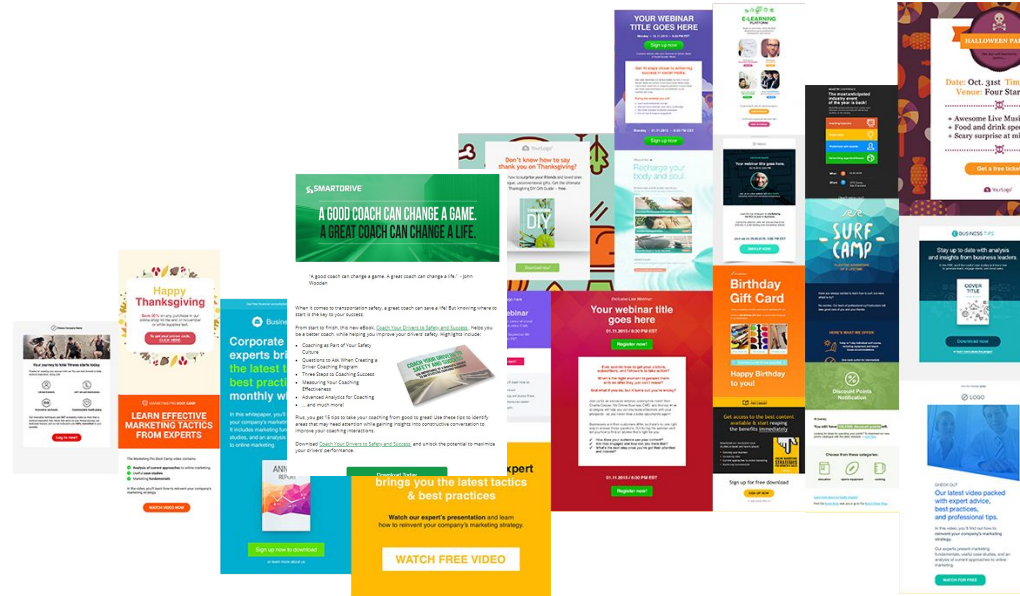
# Email campaign

**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
<b>1. CONTROL TOWER</b> Homepage + appears on every page.		220 x 90	55,000/month	\$775/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	\$845/month	3-month	Click through rate report after 3 month
<b>3. LEADERBOARD</b> Appears on every page.		728 x 90	55,000/month	\$850/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	Available only with Super 6 package	1x	Click through rate report after delivery
<b>7. CONTENT MARKETING</b> 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
<b>Super 6 Promo Package</b>	<b>SAVE \$560</b>		55,000/month	\$2,799/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/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



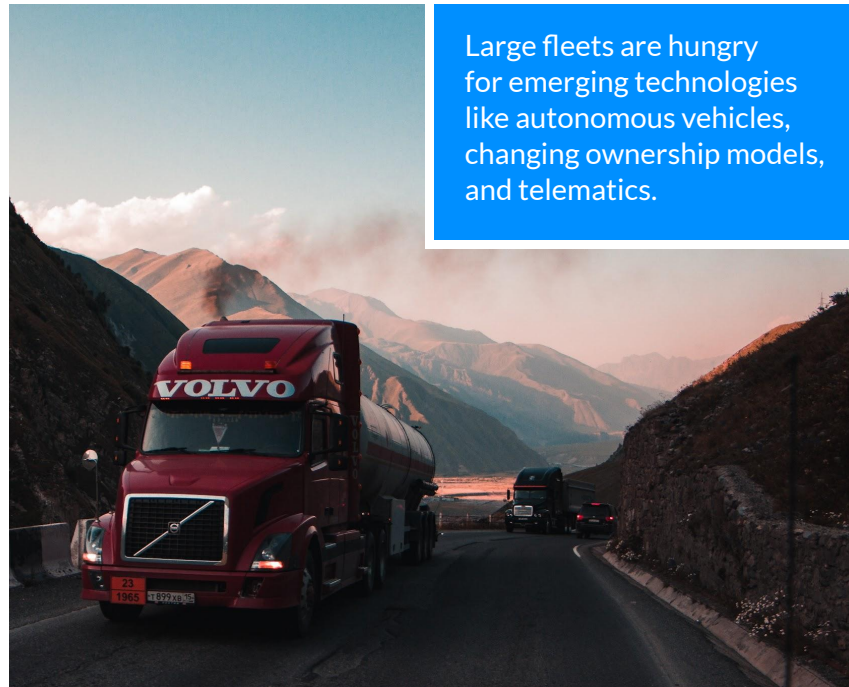
# Market trends

## 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

