

# FleetOwner®

**FleetOwner InfoTech** is a weekly e-newsletter written for truck fleet managers, executives, and information technology managers at private and for-hire fleets. Written by the award-winning staff of Fleet Owner and its companion website, FleetOwner.com, the e-newsletter delivers 100% information technology news for trucking.

**1 580x80 AD UNIT**

Ad Type	Size	Text	Media Format	File Size	Rates
Leader-board	580 x 80	N/A	GIF, JPEG	15K max, no Flash files	\$2,800 net/mo

**2 180x150 AD UNIT WITH TEXT-AD**

Ad Type	Size	Text	Media Format	File Size	Rates
Text Ad Plus Banner	180 x 150	50 words	GIF, JPEG Text & linking URL to website	25K max, no Flash files	\$2,095 net/mo

**3 300x250 AD UNIT**

Ad Type	Size	Text	Media Format	File Size	Rates
Boombbox	300 x 250	50 words	GIF, JPEG	N/A	\$2,295 net/mo

**CANCELLATIONS:** All cancellations must be made 45 days prior to the start of date of any advertisement.

The screenshot displays the FleetOwner InfoTech newsletter layout. At the top, it features the 'FleetOwner INFO TECH' header and the date 'SEPTEMBER 23, 2016'. Below the header, there are several content blocks:
 

- A featured article titled 'Weather alerts, fuel locations & HOS break stops directly in the route plan.' by PC MILER, with a 'Try it FREE' button.
- An article titled 'TMW and PeopleNet: Connected technology today, what's coming tomorrow' with a 'Read More' link.
- An advertisement for 'UP IN SMOKE?' by omnitracs, which includes a call to action: 'DOWNLOAD OMRITRACS FREE WHITE PAPER TO CALCULATE THE SHOCKING COSTS OF INEFFICIENT TRUCKING. LEARN HOW SAVING IS IMPACTING YOUR FLEET AND HOW YOU CAN GET A HANDLE ON IT NOW!'.
- An article titled 'TMW unveils two new cloud-based solutions' with a 'Read More' link.
- An article titled 'McLeod showcases new products during User Conference 2016' with a 'Read More' link.
- An advertisement for 'POWERTRAIN RESOURCE CENTER' sponsored by 'iAOL'.
- An article titled 'SMC adds direct-to-carrier APIs' with a 'Read More' link.

 At the bottom of the newsletter, there is a 'Connect With Us' section with social media icons for Twitter, Facebook, LinkedIn, and YouTube, along with links for 'Manage Subscriptions', 'Subscribe To Print', and 'Archive'. A footer contains subscription information and copyright details for 2016.