

FleetOwner®

FleetOwner Newsline delivers trucking-specific breaking news to executives and managers of commercial-truck fleets. Written by the editors of Fleet Owner magazine and its companion website, FleetOwner.com, the newsletter offers information about operations, vehicle maintenance, industry regulations and information-management technology.

① 580x80 AD UNIT

Ad Type	Size	Text	Media Format	File Size	Rates
Leaderboard	580 x 80	N/A	GIF, JPEG	40K max, no Flash files	\$2,595 net/wk

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	\$2,295 net/wk

③ 300x250 AD UNIT

Ad Type	Size	Text	Media Format	File Size	Rates
Boombbox	300 x 250	N/A	GIF, JPEG	40K max, no Flash files	\$2,495 net/wk

④ 50-WORD TEXT-AD

Ad Type	Size	Text	Media Format	File Size	Rates
Text Ad	N/A	50 words	Text & linking URL to website	N/A	\$1,795 net/wk

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


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FleetOwner

NEWSLINE


SEPTEMBER 30, 2016

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GET YOUR TOUGH BACK.

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Navistar launches new truck: The International LT Series

Fleet Owner staff
The International LT Series, Navistar's new "flagship line" of Class 5 over-the-road trucks, will be unveiled today in Las Vegas today, ahead of the annual American Trucking Associations (ATA) conference.
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Promise of Big Data: Beautiful thing or a rat's nest

Aaron Marsh
Data, data, data and more data — it's coming from everywhere in today's business of trucking. Maybe it can be harnessed to tell you very useful things and give your fleet significant advantages. Except... maybe not.
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4 easy ways to improve fleet maintenance.

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Will GHG 2 kill off multi-sourced trucking drivetrains?


Jack Roberts
Journalists tend to be a cynical lot. We don't take much at face value. So, the first time I heard the term "integrated drivetrain," 15 years ago, or so, I thought it was just pretty slick marketing designed to get fleets to spec proprietary OEM components throughout a new truck.
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Battling bottlenecks

Power Management's proprietary custom announced the launch of the LHM100 and LHM110 fuels for high-percentage biodiesel blend and high-temperature oil applications.
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