

FleetOwner®

TOP 5 STORIES OF THE WEEK

Fleet Owner's Top 5 Stories of the Week newsletter is emailed every Friday morning to owners and executives of private and for-hire trucking operations.

This newsletter puts front and center the most highly read news stories written by the award winning editors of Fleet Owner and posted on www.fleetowner.com over the previous seven days.

Along with the five most highly read stories, the newsletter also highlights the most viewed photo gallery posted by a Fleet Owner editor during the same time frame.

The Top 5 Stories of the Week is our newest digital effort to keep our fleet-management audience aware of and informed about all the most important developments in trucking— from what's new in government regulations and equipment choices to how to better manage such issues as the driver shortage and the need to control every type of operating cost.

1 PREMIER SPONSORSHIP

| Ad Type | Size | Text | Media Format | File Size | Rates |
|------------|-------------------------|------|--------------------------|--------------|-------------|
| Graphic ad | 580x80 or 300x250 | N/A | Static GIF, JPEG, PNG | 40K or under | 3,095/month |

2 TEXT AD SPONSORSHIP

| Ad Type | Size | Text | Media Format | File Size | Rates |
|---------|---------|----------|---|-----------|-------------|
| Text ad | 180x150 | 50 words | Headline & linking URL to website | N/A | 2,095/month |


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

[View Online](#)

FleetOwner


TOP 5 STORIES

SEPTEMBER 30, 2016




GET YOUR TOUGH BACK.
Find a dealer.

1. [Manufactured electronic logging devices, or ELDs, for commercial truck drivers are around the corner. As the trucking industry approaches a watershed moment of technology adoption because of that, it may go further than you think — don't let your competitors outpace you.](#)
[Read More](#)
2. [The trucking industry needs to rethink its approach to drivers, truck technology, even leadership strategies, according to Richard Stacking, currently president and co-CEO for Swift Transportation Company. "The call for today is for trucking leadership that not only sets the goals, guiding principles, and vision but takes that down to the front-line managers," he explained to Fleet Owner in a phone interview.](#)
[Read More](#)
3. [Once skeptical about the practicality of electric-powered commercial vehicles, Daimler Trucks is now planning to bring the Fuso eCanter to the U.S. market next year and to follow with production of electric light trucks from its van group by 2018.](#)
[Read More](#)








ENHANCE YOUR FINANCE WITH WESTERN STAR.
As low as \$1.65 per mile. Call us for more information.
4. [Criminals have long since figured out that cybercrime and the surge of information security breaches that've been thought up to date can pay. But are trucking companies and fleets at any real risk? Aren't there better targets out there?](#)
[Read More](#)
5. [Might the Federal Motor Vehicle Safety Administration delay the implementation of ELDs? How can ELD makers self-certify when FMCSA still hasn't finalized a key feature of the system? How will FMCSA verify that ELDs are compliant? Will truck drivers just find new ways to get around HOS limits after ELDs are required?](#)
[Read More](#)

Featured Gallery



Every other year, global truck manufacturers gather in Hannover, Germany for a celebration of commercial vehicles now known only by its initials IAA. Spanning over a dozen buildings, the display ranges from the smallest components to the heaviest haulers. Current products in bright graphics mix with flashy hi-tech concept vehicles during two days of press conferences for a global media audience followed by crowds of truck buyers and line kickers. Here are just a sampling of IAA 2016's highlights.
[Read More](#)

Connect With Us

[Manage Subscriptions](#) | [Subscribe To Print](#) | [Archive](#)

You are subscribed to this newsletter as EmailAddress
Questions or problems? Contact [Customer Service](#)
 Fleet Owner | Penton | 1185 Avenue of the Americas, 10th Floor | New York, NY 10020
 Copyright 2016, Penton. All rights reserved.

Powered by Penton®