

FleetOwner®

FleetOwner Newsline (36,000 subscribers daily) 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	\$2,795 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	\$2,495 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	\$2,695 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.

The screenshot shows the FleetOwner Newsline interface. At the top, there's a navigation bar with "New Content" and the "FleetOwner NEWSLINE" logo. Below this is a featured article with a large image of a truck and the headline "Navistar launches new truck: The International LT Series". To the right of this article is a smaller ad for "Networkfleet" with the headline "4 easy ways to improve fleet maintenance." and the Verizon logo. Below that is another article titled "Will GHG 2 kill off multi-sourced trucking drivetrains?". At the bottom, there's a "Mobile Printing" ad for Brother and a "Batting bottlenecks" article. The footer includes social media links, subscription management options, and contact information.