

# FleetOwner

THE INFORMATION SOURCE FOR TRUCKING

## LEADERBOARD AND BOOM BOX AD UNITS

Ad units serve throughout the site evenly or can be targeted in different content categories for a premium (Management, Equipment, Information Technology, News).

- ① TOP BANNER AD (728X90)
- ② "BOOM BOX" AD (300X250)

## VIDEO PRODUCT GUIDE

60-90 second video within FleetOwner.com's searchable video archive and embedded in the online buyer's guide.

## ③ SEARCH SPONSORSHIP

Your logo will run on all pages near the search box (2 total sponsorships). Plus, we'll display your 160x55 sponsorship ad with 50-word text-ad message that runs on all search result pages.

## ④ FLOATING INTERSTITIAL AD UNIT

A dominant ad unit that displays over the content of FleetOwner.com, serving to unique visitors once each day on whatever page is their first viewing of the day. Four sizes are available.

## ⑤ EXCLUSIVE CORNER PEEL

Appears on opening home page. Your logo and/or message will illustrate in a peel-back motion must on mouse-over or click.

The screenshot shows the FleetOwner.com homepage with several ad units highlighted:

- ① TOP BANNER AD (728X90):** Located at the top of the page, above the navigation bar.
- ② "BOOM BOX" AD (300X250):** Located in the top right corner, near the search bar.
- ③ SEARCH SPONSORSHIP:** Located near the search bar, displaying a logo and a 50-word text message.
- ④ FLOATING INTERSTITIAL AD UNIT:** A large ad unit that floats over the main content area, displaying a large image and text.
- ⑤ EXCLUSIVE CORNER PEEL:** A large ad unit in the bottom right corner, featuring a peel-back effect.

The ad sizes listed are 640 x 480, 510 x 425, 336 x 280 or 300 x 250.

see next page for rates, specs and contact information.

# FleetOwner.com

## RATES and SPECIFICATIONS

### LEADERBOARD AND BOOM BOX AD UNITS

TOP BANNER (728X90) • max file size 30K • \$75 CPM net  
"BOOM BOX" (300X250) • max file size 30K • \$75 CPM net

### VIDEO PRODUCT GUIDE

60-90 second video within FleetOwner.com's searchable video embedded in our online buyer's guide. • \$1,175 per month net, per video

### SEARCH SPONSORSHIP

88x31 logo that runs on all pages (max file size 10K).  
160x55 sponsorship ad (max file size 25K) with 50-word text-ad message that runs on all search result pages.  
\$2,500 per month net, 2 total sponsorships

### FLOATING INTERSTITIAL AD UNIT

Your choice of size in pixels: 640 x 480, 510 x 425, 336 x 280 or, 300 x 250.  
Max Initial Load File Size: 80 KB; Add'l File Weight (Polite Download): 160 KB; Flash Specifics: 18 fps; Audio Initiation: User initiated on click; Max Animation Length: 10 seconds max if no user interaction; **Controls:** Control = "Close X"; Font = 16 pt; Location = Fixed placement at the location of first completely open frame; Labeling: Label = "Advertisement"; Font = 16 pt.  
\$100 CPM net, exclusive.

### EXCLUSIVE CORNER PEEL

Initial image size should be no larger than 150x100 (max file size 25K) and must be positionable to upper-right corner of the site.  
\$85 CPM net, exclusive

- Peel-back motion must be on mouse-over or click only.
- Click-area of non-expanded ad cannot exceed original image dimensions.
- Peel-back must close on mouse-off or have a visible click-to-close button.

### SPECIFICATIONS FOR ALL AD FORMATS

(see additional specs for interstitial and interstitial formats above)

Formats Currently Accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander. Will accept for test: Enliven, Bluestreak, DHTML, Audio, Real, Shoshkeles. Non-accepted formats: Java, Java Applet, Video. 3rd Party Ad Serving: Will accept most 3rd-party tags including DART, Adknowledge, 24/7 and L90. All 3PAS must be accompanied by anti-caching documentation. Frames and Looping for animated GIFs: Maximum frames - 4 looping; 3 times. Materials due: Two business days prior to posting. Include with instructions: Referring URL and alt text. Cancellation Policy: Sponsorships require a 2-week written cancellation notice.

## CONTACT INFO

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### FLEET OWNER TECHNICAL INFO CONTACT

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