

# FleetOwner 2012



## ASK THE EXPERTS ADVERTISING RATES

### FLEET OWNER ASK THE EXPERTS

Don't miss the opportunity to be an **Exclusive Expert** on our website and answer category-specific questions from FleetOwner.com visitors. Your company will maintain exclusive rights to answer questions in your chosen category/categories from our online audience for a minimum of three months.

#### SPONSORABLE SECTIONS

- Drivetrains
- Engines
- Filters
- Wireless Communications
- Suspensions
- Exhaust
- Additional categories available upon request

#### PROMOTIONAL PLAN

- Exclusive promotion within your **Category Page** and **List of Experts Page**
- Daily "Ask the Experts" promotion on the website and e-newsletters

#### YOUR SPONSORSHIP INCLUDES

The **Category Page** includes the following advertising units:

- ① Top Banner Ad (728X90)
- ② Tower Banner Ad (120X60)
- ③ Logo
- ④ Constantly updated, professional advice from your designated expert

#### PRICE & DETAILS

- Minimum three-month commitment
- Right of first refusal on the category being sponsored
- Sponsorships are sold on a first-come, first-served basis

# OF CATEGORIES	1 CATEGORY	2 CATEGORIES	3 CATEGORIES
RATE (NET/MONTH)	\$3,000	1 <sup>st</sup> category: \$3,000	1 <sup>st</sup> category:\$3,000
		2 <sup>nd</sup> category: \$2,500	2 <sup>nd</sup> category: \$2,500
		2 <sup>nd</sup> category: \$2,500	3 <sup>rd</sup> category: \$1,850

Contact your Fleet Owner representative today to reserve your space in this forum - the perfect editorial environment for your message on your new products and services.

