

FleetOwner

THE INFORMATION SOURCE FOR TRUCKING

The Fleet Owner Audience Targeting Network:

Impact Fleet Owner readers multiple times as they visit a range of websites

The **Fleet Owner Audience Targeting Network** is comprised of consumer, news, technology and professional websites.

The same ad you run across FleetOwner.com will also run on the sites in this targeted, extended B-to-B audience network that reaches 70% of the U.S. business population on thousands of sites across the Web.

Thanks to unique “cookie-based” technology, when visitors of FleetOwner.com visit any of the 6,000+ websites within the Audience Network, **your ad can be displayed to them for repeat exposures, reinforcing your message for maximum retention.**

Fleet Owner handles the placement in a turnkey process, with no ad production or additional media costs. We will provide standard online analytics around performance, including impressions served and click through rates on the network.

REACH: Fleet Owner will target your ads across the Fleet Owner Audience Targeting Network, which includes thousands of premium sites across the web visited by targeted Professionals and Executives.

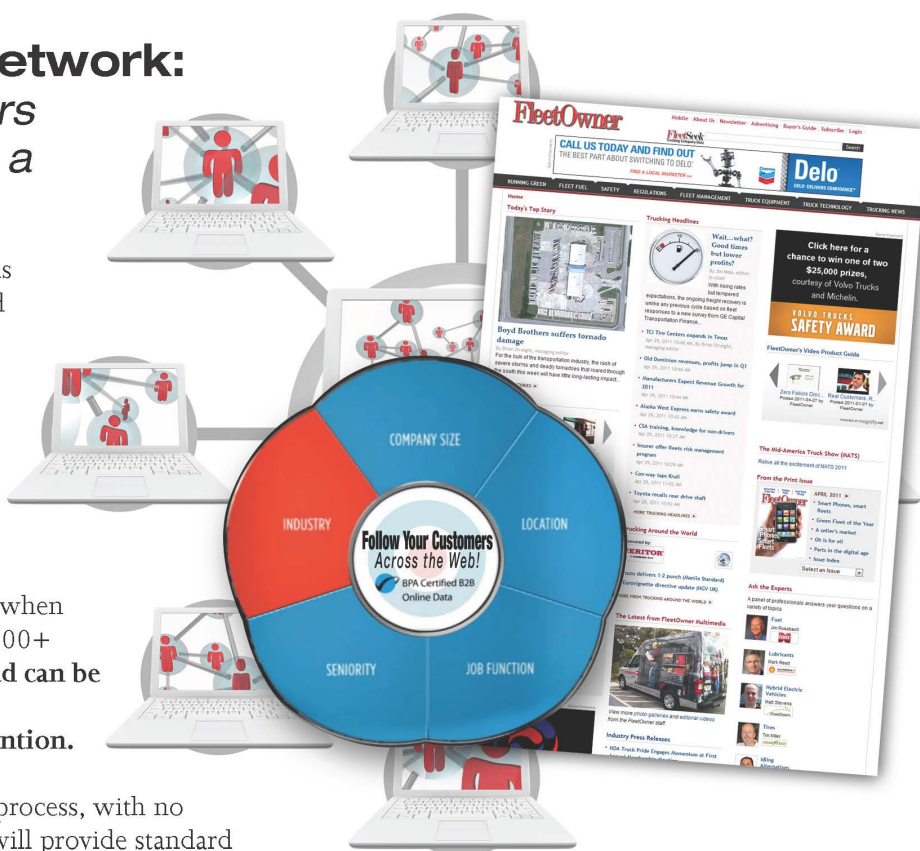
SCALE: Utilizing the Fleet Owner Audience Targeting Network delivers more scale for your ad campaigns with additional frequency to get your message across.

TARGETING: Deep understanding of the business demographics of targeted Professionals and Executives allow you to put your ad in front of precisely the right audience.

NETWORK FACTS:

- Over 6,000 sites that your ad can appear on
- Reach key Professionals and Executives with multiple impressions every week
- Your ad displayed in national branded media sites at a fraction of the cost

Contact your Fleet Owner representative to set up your Audience Targeting Network exposure today!



RATE FOR
FLEETOWNER.COM
ADVERTISERS: **\$50 CPM**