

# FleetOwner

THE INFORMATION SOURCE FOR TRUCKING

**Fleet Owner Newsline** 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 PREMIER SPONSORSHIP

Ad Type	Size	Text	Media Format	File Size	Rates
Horizontal Banner	468 x 60	n/a	GIF, JPEG	15k max. no Flash files	\$4,350/month or \$2,550/2 weeks or \$1,695/week
Top Text ad		50 words	Text and linking URL to website	n/a	

## 2 SECOND TEXT AD SPONSORSHIP

Ad Type	Size	Text	Media Format	File Size	Rates
Top Text ad		50 words	Text and linking URL to website	n/a	\$3,195/month or \$2,050/2 wks or \$1,400/wk

## 3 TEXT AD SPONSORSHIP

Ad Type	Size	Text	Media Format	File Size	Rates
Top Text ad		50 words	Text and linking URL to website	n/a	\$2,895/month or \$1,995/2 wks or \$1,295/wk

## 4 LEFT RAIL SKYSCRAPER AD

Ad Type	Size	Text	Media Format	File Size	Rates
Skyscraper Ad w/text	120 x 600	50 words	GIF, JPEG Text and linking URL to website	25k max. no Flash files	\$4,350/month or \$2,550/2 weeks or \$1,695/week

The screenshot shows the FleetOwner Newsline website layout. At the top, there's a navigation bar with 'SUBSCRIBE', 'UNSUBSCRIBE', and 'PREFERENCES' links. Below that is a header with the 'FleetOwner newsline' logo and the date 'January 25, 2012'. A large horizontal banner (468x60) is positioned below the header. The main content area features a 'TABLE OF CONTENTS' on the left and a 'Top of the News' section on the right. The 'Top of the News' section includes an article about Obama's State of the Union address. Below this, there are several text ads: one for Roadranger lube (120x600 skyscraper ad), one for Xata/Sprint (text ad), and one for Sandberg/TransSafe Consulting (text ad). A vertical skyscraper ad (120x600) is also visible on the left side of the main content area.