

# FleetOwner

THE INFORMATION SOURCE FOR TRUCKING

## FEATURE YOUR CONTENT ALONGSIDE RELEVANT FLEET OWNER EDITORIAL

Contextual advertising taken to the next level.

While some advertising programs claim to target your message by serving it when triggered by select keywords in an article or search, the effect is often scattershot. With FleetOwner.com's new Smart Links advertising program, however, *Fleet Owner* articles are analyzed for not only certain words but, most importantly, the context in which they're used.

This means your messages are served to the right readers, when they're reading relevant articles, following conditions you set yourself. FleetOwner.com is the ONLY site in this industry with the power to present your content alongside relevant editorial in this manner.

Links to product releases and other messages on your company get served inside a special area of article pages, shown here as a red-bordered box. Messages served in this area are dictated by the content of the page, providing additional resources for our readers and targeted customers for your message.

When a *Fleet Owner* visitor clicks on your links, a microsite built for your company's content opens within the *Fleet Owner* site framework, presenting your information in the environment our readers have grown comfortable with.

It all boils down to a simple formula: Truly contextual placement + your content framed in the FleetOwner.com environment + easy ways for customers to find you = the most powerful, cost-effective online opportunity available from any site today.

## CONTACT US TODAY TO SET UP YOUR FLEETOWNER SMART LINKS CAMPAIGN.

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PROTOTYPE SCREENSHOT. FORMAT OF FINAL RELEASE SUBJECT TO CHANGE.

The screenshot shows the FleetOwner website interface. At the top, there's a navigation menu with links for 'MANAGEMENT', 'EQUIPMENT', 'INFORMATION TECHNOLOGY', 'NEWS', and 'SUBSCRIBE'. A search bar is located on the right. Below the navigation is a large banner for 'CHEVY. THE BEST COVERAGE IN AMERICA.' with a 'FIND OUT MORE' button. The main content area features an article titled 'Better Aerodynamics could save billions' by Sean Kilcarr. The article discusses aerodynamic improvements for trucks and trailers, mentioning a 10% improvement in fuel economy. A 'SMART LINKS' box is overlaid on the article, containing several links to related content, such as 'Kenworth's new T660', 'Peterbilt's Model 367-AD', 'Sterling Trucks', 'Daimler Chrysler', and 'Volvo trucks'. A yellow arrow points from the 'SMART LINKS' box to a yellow callout box at the bottom right.

### YOUR CONTENT IS SERVED HERE, ALONGSIDE RELEVANT ARTICLES.

You give us material to post and what the links should say. Our unique contextual matching software displays your copy beside related articles, and you collect leads when readers click through your links and respond to your "calls to action."