



fnd<sup>7</sup>

## Every day

Fleet News Daily's audience is rushing toward a new world of on-board communication, autonomous vehicles, route planning, location tracking, performance measuring, and safety determination.





## Fleet News Daily

Hello. Meet the fastest-growing digital media platform for the commercial fleet industry.



# Every day

People interact with our brand daily through a multimedia platform.

- › website
- › subscription-based e-newsletter
- › social media
- › searchable archive

# Impact

ACTIVE DAILY SUBSCRIBERS

40K+

1

Reach 40,000+ active subscribers in the commercial fleet industry every day

2

Wholistic Media Mix: Website, eNewsletter, Social Media

TARGETED MONTHLY VISITORS

60K

SOCIAL MEDIA



3

SEO packages: Keywords, Links, Boost Google Search Ratings

4

Fastest-growing online daily publication exclusively dedicated to fleets and transits

TOTAL MONTHLY REACH (WEB + SOCIAL)

880K

# Target audience

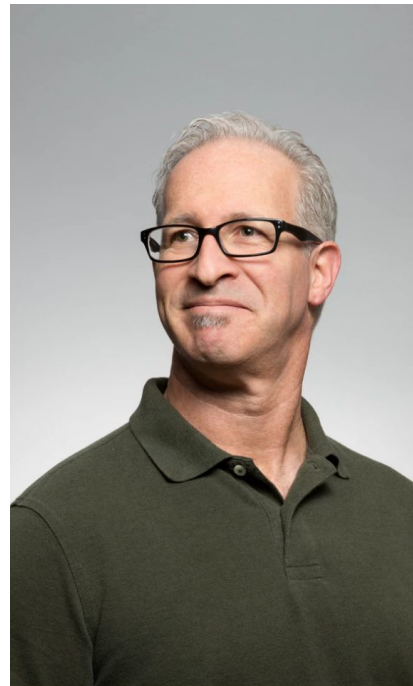
Reach decision-makers in fleet tracking, fueling, training, technology, vehicle performance, safety, driver acquisition and retention, monitoring, and fleet efficiencies.

**Fleet Size** | < 25 8%, 25-100 12%, 101-499 45%, > 500 35%

**Revenue** | < \$100MM 60%, \$100-\$499MM 24%, > \$500MM 16%

**Job Title** | C-level executive 35%, Operations & safety 33%, VP 12%


**Role** | Purchasing 67%, Decision Maker 87%, Sr. Management 70%



# Ad Products


**01 "CONTROL TOWER"**  
Homepage + appears on every page of the site!

- Size: 220 x 90
- \$675/month (3-month minimum)
- Impressions 55,000/month
- Click through rate report after 3 month


 **Rocket Fuel:** Get 880,000 more impressions in our eNewsletter for an additional \$850/month.

Wheels & Tires Tools Equipment Fuel & Oil Driver Stuff Training Management Green Featured Videos Fleet Tracking Shop Stuff Contact

**VIDEO-BASED SAFETY MYTH VS. REALITY**




SMARTDRIVE  
DOWNLOAD NOW



**Digital Freight Brokerage Grows Into Revenue Opportunity as Truck-as-a-Service Gains Traction**

fleetnewsdaily | February 28, 2019

TaaS market to top \$79.42 billion by 2025 with digital freight brokerage segment reaching \$54.2 billion, finds Frost & Sullivan The surge in service- and solution-based revenue streams following the rise in digital transformation, autonomous trucking, urban trucking, platformization, and dealership evolution is expected to propel the \$11.2 billion Truck-as-a-Service (TaaS) market toward \$79.42 billion [...]




Join more than 40,000 Fleet Professionals who enjoy our FREE e-newsletter


Enter Email Here


Sign up

**BRAKE SMARTER.**




Featured Videos



 Michelin 3D Printed Airless Tire


Watch later Share

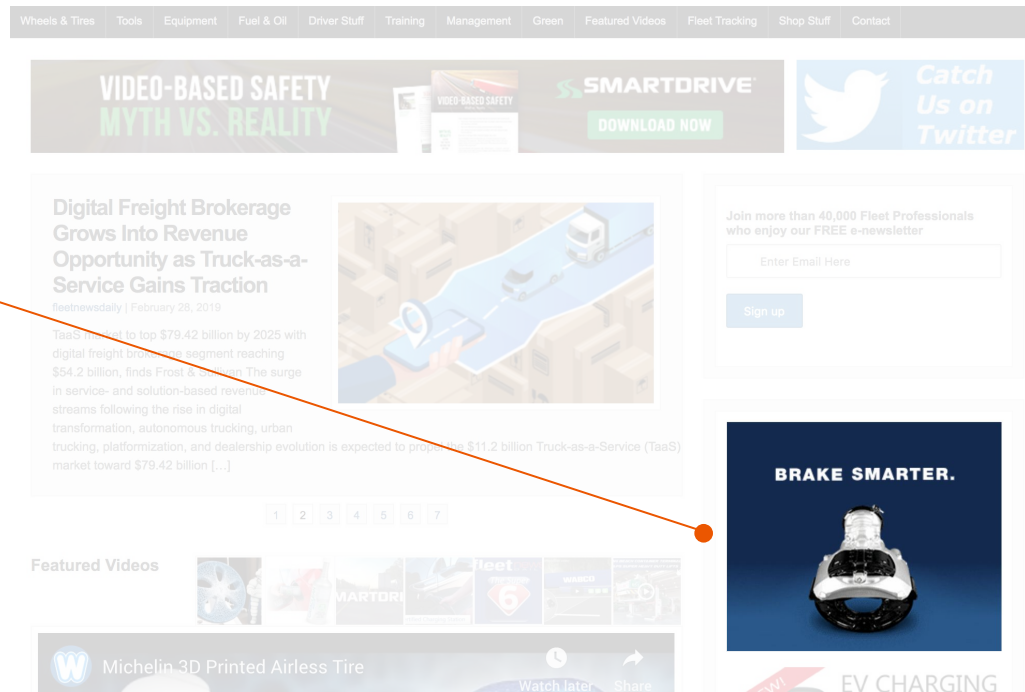
 EV CHARGING

# Ad Products

**O2 “BIG SCREEN”**  
Homepage + appears on every page of the site!

- Size: 300 x 250
- \$845/month (3-month minimum)
- Impressions 55,000/month
- Click through rate report after 3 month

 **Rocket Fuel:** Get 880,000 more impressions in our eNewsletter for an additional \$850/month.




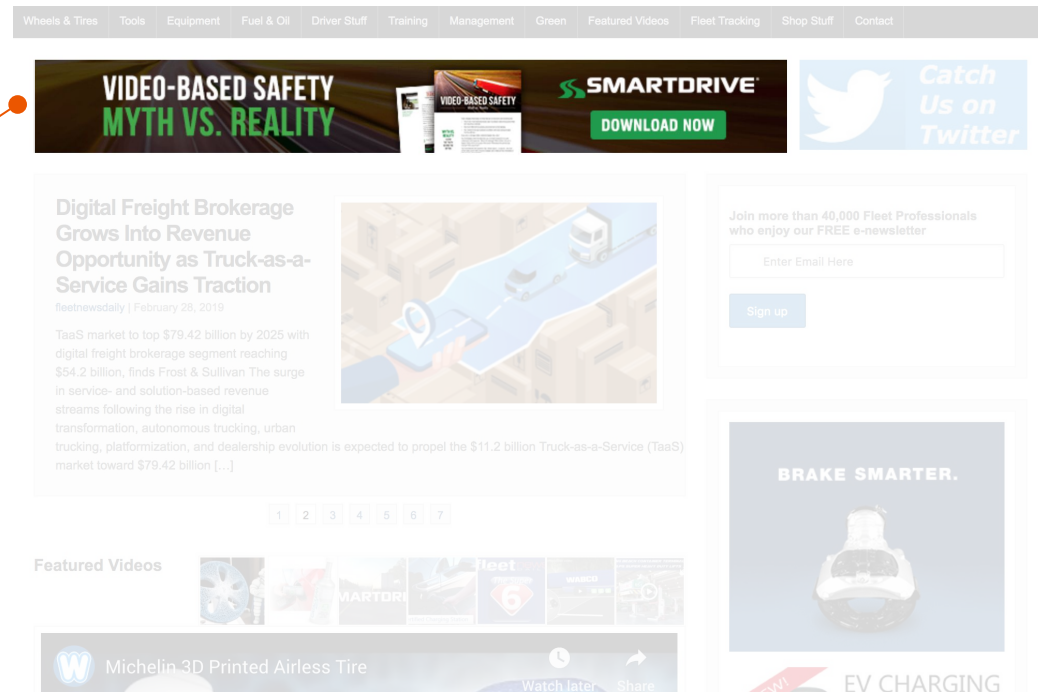
The screenshot shows the website's navigation bar with categories like 'Wheels & Tires', 'Tools', 'Equipment', 'Fuel & Oil', 'Driver Stuff', 'Training', 'Management', 'Green', 'Featured Videos', 'Fleet Tracking', 'Shop Stuff', and 'Contact'. Below the navigation is a large banner for 'VIDEO-BASED SAFETY MYTH VS. REALITY' with a 'SMARTDRIVE' logo and a 'DOWNLOAD NOW' button. To the right is a Twitter social media widget with the text 'Catch Us on Twitter'. The main content area features an article titled 'Digital Freight Brokerage Grows Into Revenue Opportunity as Truck-as-a-Service Gains Traction' with a date of February 28, 2019. Below the article is a 'Featured Videos' section with thumbnails for 'SMARTDRIVE' and 'fleet'. At the bottom, there is a 'Michelin 3D Printed Airless Tire' advertisement and a 'EV CHARGING' banner.

# Ad Products

**03 LEADERBOARD, HOMEPAGE**  
Also appears on every page of the site!

- Size: 728 x 90
- \$850/month (3-month minimum)
- Impressions 55,000/month
- Click through rate report after 3 month

 **Rocket Fuel:** Get 880,000 more impressions in our eNewsletter for an additional \$850/month.




The screenshot shows the homepage layout of fleetnewsdaily.com. At the top is a navigation menu with categories: Wheels & Tires, Tools, Equipment, Fuel & Oil, Driver Stuff, Training, Management, Green, Featured Videos, Fleet Tracking, Shop Stuff, and Contact. Below the menu is a large banner advertisement for 'VIDEO-BASED SAFETY MYTH VS. REALITY' by SMARTDRIVE, featuring a 'DOWNLOAD NOW' button and a Twitter link. The main content area includes an article titled 'Digital Freight Brokerage Grows Into Revenue Opportunity as Truck-as-a-Service Gains Traction' with a date of February 28, 2019, and a 'Sign up' button for a newsletter. A 'Featured Videos' section displays thumbnails for various content, including 'Michelin 3D Printed Airless Tire'. On the right side, there is a 'BRAKE SMARTER.' advertisement and an 'EV CHARGING' section.



# Ad Products


**O4 JUMBOTRON SPONSORED CONTENT**  
Homepage and appears on every page of the site!

- Size: 630 x 250
- \$575/week (2-week minimum)
- Impressions 55,000/month
- Click through rate report after 3 month

 **Rocket Fuel:** Get 880,000 more impressions in our eNewsletter for an additional \$850/month.

Wheels & Tires Tools Equipment Fuel & Oil Driver Stuff Training Management Green Featured Videos Fleet Tracking Shop Stuff Contact


**VIDEO-BASED SAFETY MYTH VS. REALITY**



**SMARTDRIVE**

DOWNLOAD NOW

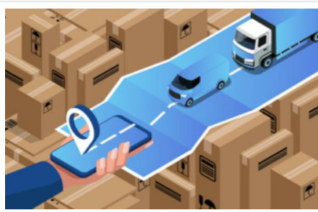
*Catch Us on Twitter*



**Digital Freight Brokerage Grows Into Revenue Opportunity as Truck-as-a-Service Gains Traction**

fleetnewsdaily | February 28, 2019

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Join more than 40,000 Fleet Professionals who enjoy our FREE e-newsletter


Enter Email Here


Sign up

**BRAKE SMARTER.**



Featured Videos



 Michelin 3D Printed Airless Tire

Watch later Share

**EV CHARGING**

# Ad Products

## 05 FEATURED VIDEO

Sponsored video on Homepage

- 200-400 Words + Pics
- Rate: \$650/week (2-week minimum)
- 5/week (2-week minimum)
- Impressions 55,000/month
- Click through rate report after 3 month



**Rocket Fuel:** Get 880,000 more impressions in our eNewsletter for an additional \$850/month.

feature as part of all new [...]

1 2 3 4 5 6 7

Featured Videos

2019 Media Content and Generation

VIARTORI

Fleet 6

FedEx SameDay Bot from FedEx on Vimeo.

FedEx SameDay Bot from FedEx

00:28

vimeo

**FedEx Unveils Autonomous Delivery Robot**

FedEx SameDay Bot an autonomous delivery device designed to help retailers make same-day and last-mile deliveries to their customers With the bot, retailers will be able to accept orders from nearby customers and deliver them by bot directly to customers' homes or businesses the same day. FedEx is collaborating with companies such as AutoZone, Lowe's, [...]

Continue Reading

### Telematics & Fleet Tracking

ORBCOMM

CONNECTING THE WORLD'S ASSETS

Fewer parts.

NEW!

EV CHARGING STATIONS

HCS-80

Level 2 | 64A | 240V

starting at \$969

Call or click for details

CLIPPERCREEK (877) 694-4194

TESTED

fleet news DAILY

# Email campaign

**06 CUSTOM HTML eBLAST**  
45k + Commercial Fleet Members Subscribing

- \$950/ email – one time delivery
- \$1750 for two emails (in one 4-week period)
- \$2675 for three emails (in one 6-week period)

\* Pricing above for a custom eBlast, in which the client provides content in the html.





NAME	SIZE	IMPRESSIONS	COST	MINIMUM	CLICK THROUGH RATE	
<b>1. CONTROL TOWER</b> Homepage + appears on every page.	220 x 90	55,000/month	\$775/month	3-month	Click through rate report after 3 month	
<b>2. BIG SCREEN</b> Homepage + appears on every page.	300 x 250	55,000/month	\$845/month	3-month	Click through rate report after 3 month	
<b>3. LEADERBOARD</b> Appears on every page.	728 x 90	55,000/month	\$850/month	3-month	Click through rate report after 3 month	
<b>4. JUMBOTRON SPONSORED</b> Appears on every page.	630 x 250	55,000/month	\$575/week	2-week	Click through rate report after 3 month	
<b>5. FEATURED VIDEO</b> Sponsored video on Homepage	200-400 Words, Pics	55,000/month	\$650/week	2-week	Click through rate report after 3 month	
<b>6. CUSTOM HTML eBLAST</b>	Client content	45k+ Commercial Fleet Members Subscribing	\$950, 1x, \$1750, 2x , \$2675, 6x	1x	Click through rate report after delivery	
<b>7. CONTENT MARKETING</b> Your News, our editorial team & audience.	Guaranteed homepage and eNewsletter editorial coverage.		\$695, 1x, \$995, 2x, \$1,275, 3x	1x	Click through rate report after delivery	
<b>Super 6 Promo Package</b>	<b>SAVE \$560</b>					
 <b>Rocket Fuel</b>	<b>NEW</b>	email	880,000/month	\$850/month	variable	Click through rate report after delivery

# Have it all...



## Super 6 Promotional Package

**\$560 Savings**

Join WABCO, NAFA, Stertil-Koni, Verizon, Fleetmatics, Omnitrac, and others in using this value-packed campaign.

Starting at \$2,299/mo

1. Guaranteed homepage news content
2. Banner ads on every page
3. Featured videos
4. Keyword links for enhanced results on Google search
5. Top banner ads in our daily e-newsletter
6. Custom eBlasts — your message, our audience

# Market trends

02



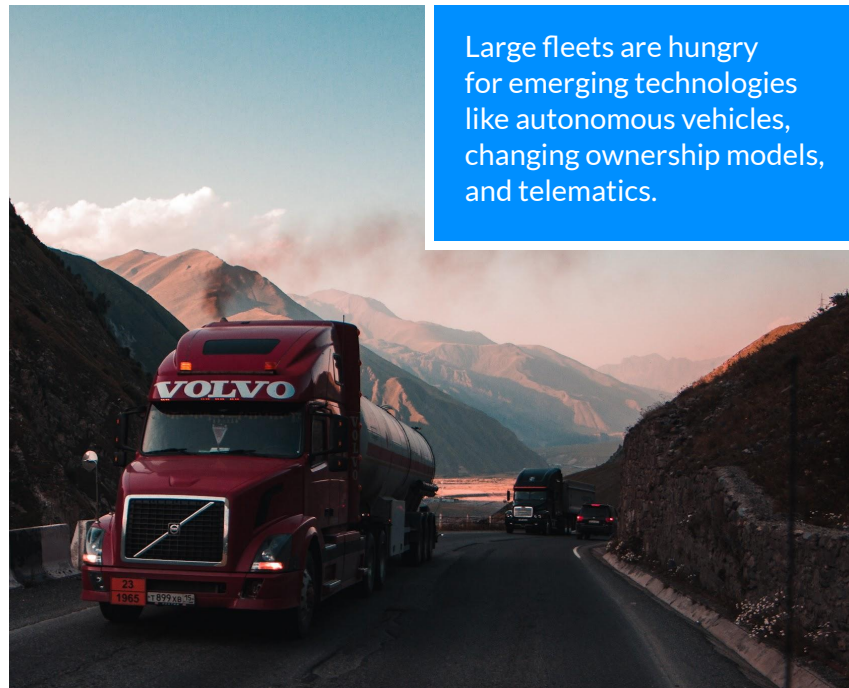
# Market trends

## 01

### Commercial Fleet Opportunities in a Time of Innovation and Disruption.

By 2022, an estimated 250 million Connected vehicles will be on roads worldwide. With smart transportation on the rise comes a demand for faster connectivity. Enterprises are looking to devices that are capable of acceleration tracking, a more accurate GPS, expanded capabilities for vehicle-generated data and support for new vehicle types globally - including electric vehicles.

Large fleets are hungry for emerging technologies like autonomous vehicles, changing ownership models, and telematics.





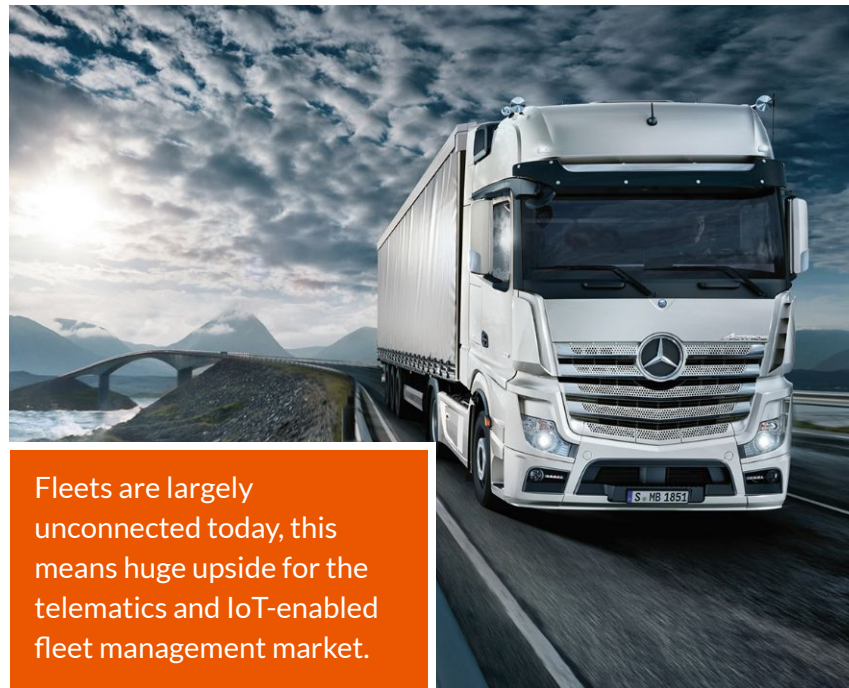
# Market trends

## 02

### Global Fleet Tracking will Reach \$85B by end of 2024

Fleets are largely unconnected today, representing huge upside for the Telematics and IoT enabled fleet management market. The global commercial vehicle telematics market is expected to reach \$85.4 billion by 2024, rising at growth of 19.4% CAGR.

Fleet News Daily audience is rushing towards a new world of on-board communication, route plans, tracking location , performance, safety and speed determination.



Fleets are largely unconnected today, this means huge upside for the telematics and IoT-enabled fleet management market.

# Market trends

## 03

### Leading Trends in Commercial Fleet Space

- Telematics Connected Fleets
- Autonomous Vehicles
- Fleet Efficiencies, Design, Safety Fuel, Battery, Usage.
- Driver Shortage
- Electronic Logging Devices (ELDs)
- Electric Powered Vehicles (EV)



#### TOP 5 INDUSTRY TRENDS

- Telematics
- Driver tracking/behavior
- System integration
- Data Security
- Autonomy

From Maryland with pride

