

2021 DIGITAL RATES

Website Ads	IMPRESSIONS PER MONTH	RECTANGLES & LEADERBOARDS Net rate per month	BILLBOARDS Net rate per month	High Impact Ads	Net rate per week
				Dominant presence	75,000
Competitive presence	40,000	\$3,100	\$3,875	Sneaker	\$1,520
Essential presence	20,000	\$1,600	\$2,000	Top Scroller w/Video	\$2,280
				Slide In	\$1,267
				Sticky Note	\$1,140

eNewsletter	TITLE SPONSOR	FEATURED VIDEO/PARTNER	FLEX A	FLEX B	FLEX C	FLEX D	FLEX E
Fleet Equipment Decision Maker	\$1,975	\$1,650	\$1,550	\$1,550	\$1,300	\$1,300	\$1,300
Trending Truck Technology	\$650	\$550	\$500	\$500	\$425	\$425	\$425
Fleet Service Technology	\$650	\$550	\$500	\$500	\$425	\$425	\$425

**Frequency: 3 issues per week (FE Decision Maker),
1 issue per week (Trending Truck Technology and Fleet Service Technology)
All rates above are per week**

Sponsored Content Program	Contact your Babcox Media sales representative for more information	\$2,500
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Questions: Kelly McMahon - kcmcmahon@babcox.com • 330.670.1234 x208

Advertising Terms and Conditions:

INVOICES, CREDIT, & CONDITIONS

Our invoices are NET 30 Days on approved credit for all services, payable in US Dollars. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.

SEQUENTIAL LIABILITY

Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to Publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order. In the case of any Agency listed on the insertion order, Babcox Media, Inc. will hold Agency and Advertiser jointly and severally liable for payments. Should sums not be cleared to the Agency, Agency agrees to make every reasonable effort to collect and clear payment from the Advertiser on a timely basis. Upon Babcox Media's request, Agency will make available written confirmation of the relationship between Agency and Advertiser. Such confirmation will include, for example, Advertiser's acknowledgment that Agency is its agent and is authorized to act on its behalf in connection with the Insertion Order and confirm these Advertiser Terms and Conditions.

PUBLISHER'S LIABILITY

Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images, and illustrations), representations, trademark or copyright of submitted advertisements. Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE FLEET EQUIPMENT BRAND PAGE AT Babcox.com/brand/fleet-equipment/

→ DIGITAL ADVERTISING SPECIFICATIONS

