

# DIGITAL OPPORTUNITIES

## eNEWSLETTER

**Content:** We've focused our email newsletter to create a more engaging and valuable product by highlighting Fleet Equipment's in-depth feature and video coverage, as well as the latest equipment and industry news. All of this is delivered 3x weekly via email to Fleet Equipment specifiers and buyers; links to suppliers give them easy access to your sales force.

**Frequency:** Delivered every Tuesday, Wednesday and Thursday

**Subscribers: 22,000**

**Flexible ad formats:** When you submit your ad, choose which format you prefer.

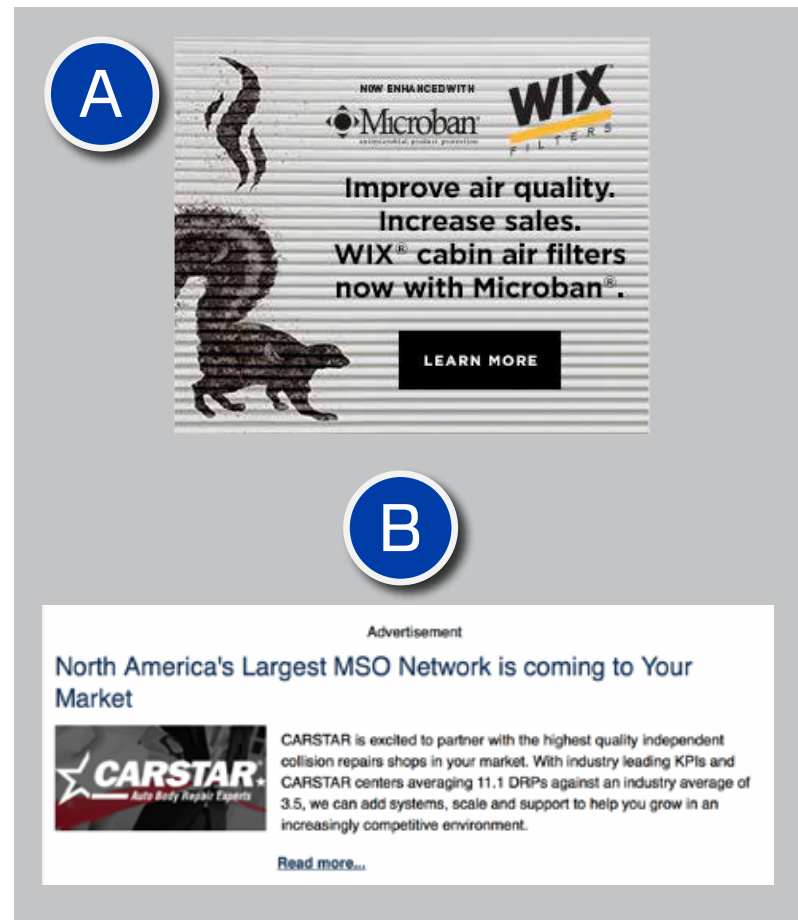
### A. Banner:

A 300 x 250 image that links to your website, the banner is a great option for driving brand awareness.

### B. Text ad:

A native placement that looks similar to the eNewsletter's editorial content. Show off your newest product, talk about your brand, promote your trade show booth, etc. Labeled "Advertisement." Includes:

- 50 words of text
- 200x100 image
- 60-character headline
- Link to your website



## Choose your position:

POSITION	1	2	3	4	5	6	7	8	9
INVESTMENT/MONTH	\$2,875	\$2,825	\$2,750	\$2,675	\$2,625	\$2,575	\$2,425	\$2,375	\$2,300

Dateline Logo - \$2600 (includes 240x60 logo only)

**For detailed ad specifications, visit <http://ads.babcox.com>**