

# DIGITAL OPPORTUNITIES



FE's On the Road video web series is updated four times a month with episodes that track the latest and greatest equipment trends and industry events.

## Video content will follow the editorial calendar topics:

- Video 1: Equipment Technology Topic
- Video 2: Component Coverage Topic
- Video 3: Managing Assets Topic
- Video 4: Truck Trend Takeaways from the month

## DELIVERABLES

- Sponsor receives permanent "Brought To You By..." pre-roll sponsorship of videos uploaded during the sponsored month with placement on both [www.FleetEquipmentMag.com](http://www.FleetEquipmentMag.com) and the Fleet Equipment YouTube channel. (The series, as a whole, delivers approximately 35,000 views a month [current three month average]).
- Sponsor receives an in-story advertisement position within the video post on [www.FleetEquipmentMag.com](http://www.FleetEquipmentMag.com)
- Sponsor has sole advertising position in four (4) email newsletters per month highlighting the new episodes.
- Sponsor logo appears within print advertisements promoting Fleet Equipment's On the Road.

## RATES AND SPECS

### In-story ad size

- Size: 300x250 rectangle
- File Formats: GIF, Animated GIF, JPG, PNG
- Max File Size: 80K
- Click-thru URL

### Email newsletter ad size

#### Display ad:

- Size: 160x600
- File Formats: GIF, Animated GIF, JPG, PNG
- Max File Size: 80K
- Click-thru URL

*\*If submitting an animated gif: Not all email clients display animation.*

*To ensure your ad displays properly in all email clients, place full ad message in frame 1.*

### Branding logo

- Size: 160x80
- File Formats: GIF, JPG, PNG
- Max File Size: 80K
- Click-thru URL

**Investment: \$6,500/month**

is this email not displaying correctly?  
View it in your browser.

Sponsored by

Penske Truck Leasing recently announced that it had successfully completed its one-millionth voice-directed preventive maintenance inspection using its paperless technology. The system provides voice prompts via a headset to direct technicians through a preventative maintenance (PM) inspection.

Microban

## FE EDITORIAL ROUND TABLE - LIVE INTERVIEW



The *Fleet Equipment* editorial team takes over the BabcoX video studio to talk with the industry's top minds about the biggest equipment and market trends during a live video broadcast. Leveraging our ON24 Webinar Platform, we enable both the Host and Presenter web cameras and integrate them into the webinar platform—putting faces to the voices during the webinar. We work with sponsors to develop talking points and the interview's focus. During the conversation, our fleet manager audience will have the ability to write in, asking questions during the show and have their questions answered live on air. Each interview will be archived for on-demand viewing.

**Sponsor includes traffic-driving and branding elements throughout the Fleet digital footprint.**

**Investment: \$10,000/month**