

DIGITAL OPPORTUNITIES

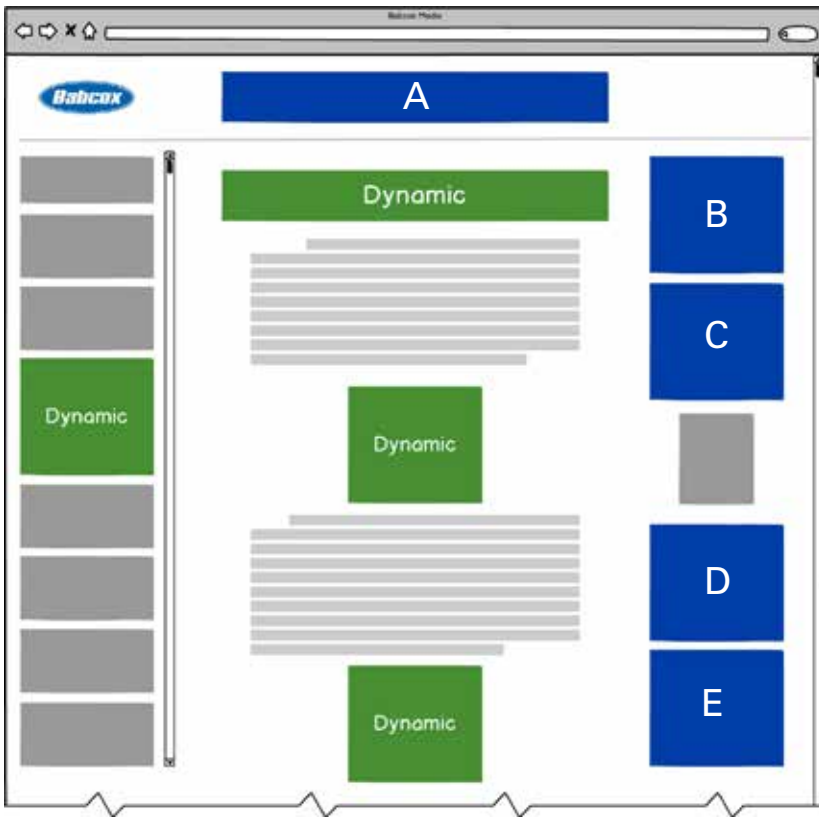
Website Advertising

FLEETEQUIPMENTMAG.COM

FleetEquipmentMag.com delivers a unique mix of analysis, industry leading commentary and informative features with product information for equipment asset managers of the nation's for-hire and private fleets. *Fleet Equipment* is unique in its singular focus on equipment—anything related to trucking equipment, be it heavy- or medium-duty, will be considered for website coverage. Our goal is to be the best possible resource for our readers as they keep their fleet vehicles on the road earning revenue and controlling operating costs.

TWO WAYS TO BUY

Choose how you want to advertise on the Fleet Equipment website. Select a fixed position for a flat monthly rate, or buy your ads on a cost per 1,000 impressions (CPM).



FIXED ADS

Benefits:

- Your ad is seen in the same fixed position on the site throughout an entire month.
- Your ad rotates with one other advertiser in that position, giving you a 50% share of voice.
- Fixed ads are seen by our site's desktop users, ensuring your ad is seen on large screens.

Placement	Dimensions	Rate/month
Fixed position A	728x90 leaderboard	\$1,950
Fixed position B	300x250 rectangle	\$1,900
Fixed position C	300x250 rectangle	\$1,900
Fixed position D	300x250 rectangle	\$1,900
Fixed position E	300x250 rectangle	\$1,900

DYNAMIC ADS

Benefits:

- Your ad is interspersed with the site's editorial content.
- Buy as much exposure as you want. Sold by impressions per month, so you can customize how many times you want your ad to appear.
- Priced on an efficient CPM (cost per thousand impressions) basis.
- You receive exposure with both desktop and mobile users.

Placement	Dimensions	CPM
Long ad	728x90 leaderboard on desktop, 320x50 on mobile	\$80
Square ad	300x250 rectangle on both desktop and mobile	\$80

* Minimum CPM buy: 10,000 impressions per month

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

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FLEETEQUIPMENTMAG.COM – HIGH IMPACT AD POSITIONS

View a live demo of each ad at <http://ads.babcox.com/demos>

PREMIUM PUSHDOWN

The pushdown is an expanding ad that provides impactful branding. It takes center stage on the site when it appears to users in an expanded state, pushing down the page content. After a few seconds it automatically retracts into a banner that remains at the top of the content, when it can be re-expanded by the user. †



\$1,900/Week

FLOOR AD

The Floor Ad sits on top of the site's content at the bottom of the page, showcasing your advertising message. As the user scrolls, the floor ad stays in position and remains in place until it's closed by the user. †

\$1,550/Week



IN-STORY VIDEO

Your video is embedded between paragraphs of an article. The video plays only when a user scrolls to a certain point in the article, and the sound is enabled when the user places their cursor over the ad. †

\$1,350/Week



PARALLAX

This ad unit appears to sit behind the page in a cut-out window, creating a unique effect as the user scrolls. You need to view the demo at <http://ads.babcox.com/demos> to fully appreciate the Parallax! †

\$1,250/Week



EXPANDABLE VIDEO

This unit is an upgrade to a fixed ad in positions B, C, D or E. Your 15-second video auto-plays in your ad position when the page loads. When the user places their cursor over the video, the video expands and audio begins playing. Appears on desktop only. Sold monthly.



SIDEKICK

This unit is an upgrade to a fixed ad in positions B, C, D or E. At first the Sidekick looks like a standard 300x250 rectangle in the right sidebar. But when the user places their cursor over the rectangle, the creative pushes the page content to the left, revealing a large canvas for your message. Appears on desktop only. Sold monthly.



Cost of fixed ad + 25%

† Appears once per user per day

Cost of fixed ad + 25%

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