

FLEET EQUIPMENT ON THE ROAD

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



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On the Road
with JASON MORGAN

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PENSKE

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.

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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 **FleetEquipmentMag.com** and the **Fleet Equipment** YouTube channel. (The series, as a whole, delivers approximately 35,000 views a month.)
- Sponsor receives an in-story advertisement position within the video post on **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**.

INVESTMENT: \$6,500/MONTH

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