

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	\$5,625	\$7,025	Top Scroller	\$2,280
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	BRIDGE AD	FLEX A	FLEX B	FLEX C	FLEX D	FLEX E	FLEX F	FLEX G
Fleet Equipment Decision Maker	\$1,975	\$1,650	\$1,550	\$1,550	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300

Frequency: 3 issues per week - rates are per week

eNewsletter	TITLE SPONSOR	FEATURED VIDEO/PARTNER	FLEX A	FLEX B	FLEX C	FLEX D	FLEX E
Trending Truck Technology	\$650	\$550	\$500	\$500	\$425	\$425	\$425
Fleet Service Technology	\$650	\$550	\$500	\$500	\$425	\$425	\$425

Frequency: 1 issue per week- rates are per week

eNewsletter	FLEX A	FLEX B	FLEX C	FLEX D
Week in Review	\$2,000	\$2,000	\$1,700	\$1,700

Frequency: 4-5 issues per month - rates are per month

eNewsletter	EXCLUSIVE SPONSOR
Read of the Week	\$3,000/month

Sponsored Content Program	Contact your Babcox Media sales representative for more information	\$2,500
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