

DIGITAL OPPORTUNITIES

DIGITAL EDITION SPONSORSHIP

Reach fleet managers while they're engaged with Fleet Equipment content! Your company can be the sole sponsor of Fleet Equipment's digital magazine and archives.

- **Emailed twice monthly to 22,000 subscribers**
- **Readable on computers, tablets and smart phones**

This exclusive sponsorship is sold on a monthly basis. When you are the sponsor of the digital edition, your ads appear on that issue, both in the current month as well as when the issue is archived.

YOUR SPONSORSHIP INCLUDES:

1. Prominent positioning in two email blasts to 22,000+ Fleet Equipment subscribers.

- Each eBlast encourages subscribers to view the digital edition.
- Your company's logo is placed prominently above the fold.
- You also receive a 250x250 display ad running within the message.

2. Banner ads appearing on each digital edition page.

- A 728x90 leaderboard appears at the bottom of all desktop and tablet pages.
- A 320x50 mobile leaderboard renders on smart phones.

3. An interstitial greeting each user at the beginning of their session.

- This large ad takes over the page, ensuring your ad message is front and center when a user begins reading the digital edition's content.
- Appears on desktop, tablet and mobile versions.

The digital edition is promoted to readers via email alerts, FleetEquipmentMag.com, the Fleet Equipment eNewsletter, and social media (Twitter and Facebook).

Investment per month: **\$5,000**

Includes sponsorship of the current issue and all archived issues.

DESKTOP



MOBILE



TABLET

