

## eNEWSLETTER

**Content:** We've focused our email newsletter to create a more engaging and valuable product by highlighting Fleet Equipment's in-depth feature and video coverage, as well as the latest equipment and industry news. All of this is delivered 3x weekly via email to Fleet Equipment specifiers and buyers; links to suppliers give them easy access to your sales force.

**Frequency:** Delivered every Tuesday, Wednesday and Thursday

**Subscribers: 18,000**

**Flexible ad formats:** When you submit your ad, choose from any of these three formats.

### A. Banner:

A 605x80 image that links to your website, the banner is a great option for driving brand awareness.

### B. Text ad:

A native placement that looks similar to the eNewsletter's editorial content. Show off your newest product, talk about your brand, promote your tradeshow booth, etc. Labeled "Advertisement." Includes:

- 50 words of text
- 200x100 image
- 60 character headline
- Link to your website

### C. Sponsored content eNewsletter ad:

Only available as part of a sponsored content program. Must be thought leadership or educational in nature, and cannot mention your company, products, or competitors. All sponsored content must be approved by the publisher. Links to the Fleet Equipment website where the full sponsored article is published. Labeled "Sponsored content."

## CHOOSE YOUR POSITION:

Position	1	2	3	4	5	6	7	Sponsored Content
Investment per block	\$2,650	\$2,597	\$2,544	\$2,491	\$2,438	\$2,385	\$2,225	\$2,865

Dateline Logo - \$2,400 (includes 240x60 logo at top of newsletter only)


A

goals
WHEN YOUR CUSTOMER DEMANDS THE BEST
LEARN MORE NOW

B

-Advertisement-

**Technicians agree, it's a breakthrough in TPMS with Dill's new clip-style REDI-Sensor**



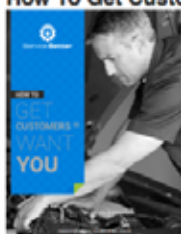
**Simplicity:** Dill is now offering the REDI-Sensor with a rubber snap-in that attaches with a press clip. Save time by not turning a screw 15 times to fasten a sensor. To remove, simply push the clip on the sensor. REMEMBER, REDI-Sensor comes out of the box, installs in the wheel, then perform an OEM relearn – that's it!

Read more...

C

- Sponsored Content -

**How To Get Customers To Want You**



Everyone wants to feel wanted. That includes you and your service team at work! Customers are obviously your lifeblood, and you want them to want you so you get more business. The biggest way for you to stand out is to jump start your customer experience. 60% of customers will try a new place if they don't like your service. Don't let that happen!

Read more

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