



www.automotive-fleet.com



www.businessfleet.com



www.fleetfinancials.com



www.government-fleet.com



www.worktruckonline.com



www.autorentalnews.com

## BANNERS

Attention-grabbing banner options provide you with the most cost-effective way to build your brand and provide additional impact to your print advertising program. Banners build brand awareness, drive traffic to your website and can help you develop highly qualified leads.

## BANNER AD RATES

|                | 12x rate | 6x rate | 1x rate |
|----------------|----------|---------|---------|
| Fleet Web site | \$1,000  | \$1,250 | \$1,500 |
| E-news         | \$2,000  | \$2,250 | \$2,500 |



728 x 90



468 x 60



250 x 250



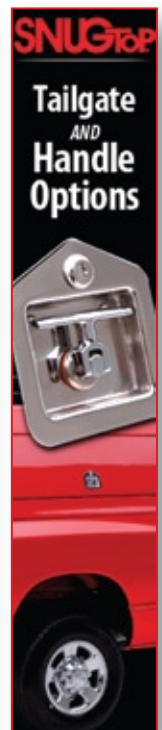
300 x 250



150 x 315



160 x 600



120 x 600

AF11-4708arn

(Images smaller than actual size)

## RICH MEDIA/INTERSTITIALS/ PRESTITIALS/ PAGE PEELS

### Rich Media

This includes a wide variety of technology-driven advertisements. Rich media includes expandable ads, site overlays, floating ads, takeovers, backgrounds, cursor ads and audio ads. These high-impact marketing vehicles can provide an exciting new way of driving new customers to your products.

### Interstitials

These high-impact advertisements are presented before a content page on our websites. This is a great way to generate traffic and awareness as they have been found to drive more user clicks. These advertisements are typically full "page" (window) and presented without competing ads in the window space.

### Prestitials

Imagine the results you will receive from a full "page" advertisement that is presented to the visitor before the visitor actually enters the website. This premium ad placement will bring your brand and product line to the attention of every targeted website visitor.

### Page Peels

Starting as a page curl in the upper right corner of the home page, when moused over the page peels down to present a 800x600 advertisement. This dramatic presentation is certain to bring attention to your brand and visitors to your website or campaign specific landing pages.



**Call for quote**



## EMAIL MARKETING/EBLAST

Deliver your customized message directly to the in-boxes of our highly-qualified audiences. You will have access to our subscribers and site visitors that know we are a trusted emailer so your message will be well received. We only send well vetted messages, protect the privacy of our subscribers and are in complete compliance of all federal regulations and best practices.

**\$5,000/send**

**Visit [www.bobitstudios.com](http://www.bobitstudios.com) for more details and samples.**

**Contact your sales representative for custom banner sizes and/or integrated packages.**

**VISIT: [bobitstudios.com](http://bobitstudios.com)**

## Web Seminars

Web seminars are unbeatable marketing solutions that target your customers by providing them the industry information they want and need. Audiences receive real-time interaction with key industry experts to discuss new solutions and industry trends via live online presentation. Your sponsorship provides you a complete marketing solution for your brand as well as targeted leads.



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**\$10,000-\$15,000**

**WEB SEMINAR SERIES**  
ADVANCED LEARNING AT YOUR DESKTOP

## FLEET TV

Sponsor a segment of FLEET TV and showcase a new product or highlight that in-house industry expert with a brief interview. Fleet TV sponsorship allows you to say it with customized video content located directly on the Automotive Fleet website home page. Call your representative for more information.



| 12x rate | 6x rate | 1x rate |
|----------|---------|---------|
| \$1,500  | \$1,750 | \$2,000 |

**FLEET TV**