

## Web Specifications

### Ad Guidelines

Acceptable formats for web site: GIF, JPEG, SWF (Flash), Rich Media (Including video).

#### GIFs

- Maximum animation length: 15 seconds
- #Loop: 4 times

#### Flash Ads

- Maximum animation length: 15 seconds
- Maximum frame rate: 18fps
- #Loop: 4 times
- No audio
- Link(s) must open in new window

#### Max File Sizes

- 30KB: 125x125, 234x60, 120x240
- 40KB: 180x150, 468x60, 150x315, 120x600, 125x375, 250x250, 300x250, 728x90, 160x600
- 80KB: 300x600

#### Ad Dimensions (preferred)

- Leaderboard: 728x90
- Wide Skyscraper: 160x600
- Square: 250x250

#### Sponsored Links

- Headline: maximum 35 characters (including spaces)
- Description: maximum 130 characters (including spaces)

### Digital Editions

#### Subscribers

Distributed to 5,624 Fleet professionals electronically.

#### Digital Editions Ads

Ad space available in graphic and video formats.

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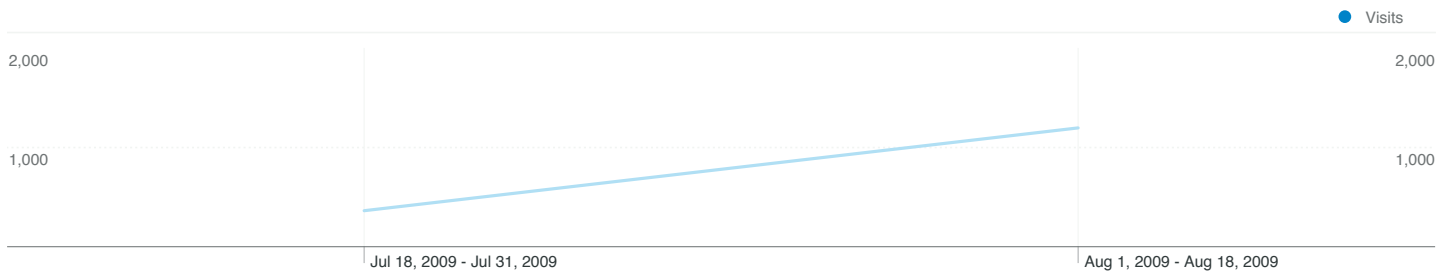
### Google Analytics Data

www.fleetbusiness.com

Canadian Automotive Fleet

Jul 18, 2009 - Aug 18, 2009

Comparing to: Site



This custom dimension resulted in 1,561 Visits via 5 continents

New tab

Visits	New Visits	Pageviews	Unique Pageviews	Pages/Visit	
<b>1,561</b> % of Site Total: 100.00%	<b>694</b> % of Site Total: 99.86%	<b>22,421</b> % of Site Total: 100.00%	<b>17,486</b> % of Site Total: 100.01%	<b>14.36</b> Site Avg: 14.36 (0.00%)	
Continent	Visits	New Visits	Pageviews	Unique Pageviews	Pages/Visit
Americas	1,482	629	21,979	17,202	14.83
Asia	37	26	319	170	8.62
Europe	36	33	107	103	2.97
Africa	3	3	13	8	4.33
Oceania	3	3	3	3	1.00

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## Contact Information

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