

# Canada's Fleet Publisher

*canadian automotive*

# FLEET

THE MANAGEMENT MAGAZINE FOR CAR AND TRUCK FLEET OPERATORS

**FLEET** BUSINESS.COM

**FLEET** WEEK



# 2022

DIGITAL Media and Marketing Data Card

## FleetBusiness.com

is the management resource for light and medium duty vehicle fleet owners, operators and managers across Canada. Influential, informative and insightful, Fleetbusiness.com is the source for current, relevant and actionable fleet information our audience count on to manage a major cost centre in their organizations.

## Digital Communications

Our digital subscriber list totals over 7k fleet decision makers in corporate, commercial, vocational, government and utility organizations operating car and truck fleets across Canada.

- Weekly e-newsletter "Fleet Week"
- Website: Fleetbusiness.com
- Annual Digital Edition of "CAF Fact Book"
- CAF Original Whitepapers
- Digital "Sponsored Content Features"

## 2022 FLEET FOCUS ADVERTISING RATES AND SCHEDULE

| CAF Fleet Focus                         | Leaderboard<br>728 x 90 (pixels – width by height) | Fleet Focus Cover<br>8.125 x 10.875 (inches – width by height) | Fleet Focus Inside Back Cover<br>8.125 x 10.875 (inches – width by height) |
|---|--|--|--|
| <b>February</b><br>2022 OEM Roadmap     | \$400  | \$1000   | \$1000   |
| <b>April</b><br>Vehicle Licensing Guide | \$400  | \$1000   | \$1000   |
| <b>June</b><br>Sustainable Fleets       | \$400  | \$1000   | \$1000   |
| <b>August</b><br>Telematics             | \$400  | \$1000   | \$1000   |
| <b>October</b><br>2022 OEM Preview      | \$400  | \$1000   | \$1000   |
| <b>December</b><br>FMC Roundtable       | \$400  | \$1000   | \$1000   |

Advertising Content Due 30 Days Before Publication Date

## 2022 FLEET WEEK AND WWW.FLEETBUSINESS.COM ADVERTISING RATES

| Fleet Week | Leaderboard: 728 x 90 (pixels – width by height) | Box: 350 x 250 (pixels – width by height) |
|------------|--|---|
| Pricing    | \$400  | \$350                                     |

| www.fleetbusiness.com              | Leaderboard: 728 x 90 (pixels – width by height) | Box: 350 x 250 (pixels – width by height) |
|------------------------------------|--|---|
| Pricing- Homepage per month        | \$900  | \$800                                     |
| Pricing- all other pages per month | \$800  | \$750                                     |

## 2022 DIGITAL FACT BOOK ADVERTISING RATES

| Digital Page Size  | Inches – width by height | Fact Book | CAF | Rate   |
|--------------------|--------------------------|-----------|-----|--------|
| Double Page Spread | 16.25" x 10.875"         | ✓         | ✓   | \$3800 |
| Full Page          | 8.125" x 10.875"         | ✓         | ✓   | \$1800 |
| Half Page          | 7" x 5"                  | ✓         | ✓   | \$900  |

Published rates DO NOT include HST.

## DIGITAL SPONSORED CONTENT

"Features" page of [www.fleetbusiness.com](http://www.fleetbusiness.com). Sponsored content is supplied by the customer. Content creative services available upon request. Sponsored Content runs on [www.fleetbusiness.com](http://www.fleetbusiness.com), in an edition of our weekly e-blast "fleet week" as well as on CAF social media platforms.

| Word Count    | Rate  |
|---------------|-------|
| 800-900 words | \$800 |

For more information on digital advertising  
please contact: [erin@fleetbusiness.com](mailto:erin@fleetbusiness.com)

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