NAFA Fleet Management Association is the world's premier not-for-profit Association for professionals who manage mobility and fleets of sedans, law enforcement and public safety vehicles, trucks, and buses of all types and sizes, and a wide range of military and off-road equipment for organizations across the globe. NAFA represents the diverse mobility and vehicle fleet management profession regardless of organizational type, geographic location, or fleet composition.

Our members are the fleet industry's leading decision-makers – corporate and government fleet executives who manage specification, acquisition, and maintenance of millions of vehicles, including:

- Sedans
- Light-, medium- and heavy-duty trucks
- SUVs
- Vans
- Specialized highway and non-highway equipment

MEMBERSHIP BREAKDOWN

NAFA MEMBERS:

- Include approximately 3,000 Fleet Managers, Presidents, Vice Presidents, Supervisors, Asset and Facility Managers, Procurement Specialists, Mobility Directors, Corporate Travel Professionals, International Fleet Executives, Fleet Supervisors, and Fleet Administrators
- Are responsible for the specification, acquisition, maintenance and repair, fueling, risk management, and remarketing of more than 4.6 million vehicles – including in excess of 1.6 million trucks
- Manage “traditional” fleet vehicles of cars, vans, and SUVs totaling 3 million vehicles and accounting for $55 billion in assets
- Account for a 180,000 police sedans, 43,000-plus emergency vehicles, and 460,000 pieces of specialty equipment used by both public service and commercial fleets
- Have more than 600,000 medium- and heavy-duty trucks in their fleets, totaling more than $30 billion in assets for medium- and heavy-duty trucks alone
Published bi-monthly, **FLEETSolutions** serves as an industry resource for all fleet professionals – informing our readers through timely and relevant articles.

**TARGET AN ENGAGED PURCHASING AUDIENCE***

More than 4 out of 5 readers surveyed are involved in their organization’s buying process and are responsible for specifying, recommending, and approving purchases.

4 out of 5 readers surveyed said they contacted an advertiser, purchased a product or service, or visited an advertiser’s website after seeing an ad in a NAFA publication.

*Source: 2017 NAFA Product Survey

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**SEE WHAT OUR READERS ARE SAYING ABOUT NAFA’S COMMUNICATION PIECES:**

“The most valuable benefit of belonging to NAFA is the quality and depth of support for my needs as a fleet manager. My favorite resources are the educational opportunities at I&E and the peer interaction at the workshop event.”

David W. Lynn, CAFM
Equipment Center Manager,
Penn Line Service, Inc.

“NAFA has given me a mechanism to search out information as needed on various fleet related topics - whether through educational sessions at events, through the NAFA website or through my MAFA colleagues.”

Kim LaRue,
Fleet Manager,
Goodman Networks

“I am very impressed with NAFA and the commitment to providing relevant and industry appropriate information to its members. Your website is very useful and informative, full of valuable training and educational information.”

Bill Sterner, CAFM/CEM
Equipment Services Supervisor,
City of Fort
### 2019 CONTENT PLAN*

<table>
<thead>
<tr>
<th>Issue</th>
<th>Features &amp; Editorial</th>
<th>Space Deadline</th>
<th>Artwork Deadline</th>
<th>Mails</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January/February</strong></td>
<td><strong>TECHNOLOGY</strong>&lt;br&gt;- The Virtual Fleet Manager&lt;br&gt;- Data in 21st Century Fleets&lt;br&gt;- 2019 I&amp;E Advance Preview&lt;br&gt;- Computers - Software/Systems&lt;br&gt;- Update on Self-Driving Cars/Trucks&lt;br&gt;- National Safety Council&lt;br&gt;- Fleet Hot Topics</td>
<td>November 13, 2018</td>
<td>November 15, 2018</td>
<td>December 2018</td>
<td>TBD</td>
</tr>
<tr>
<td><strong>March/April</strong></td>
<td><strong>FUELS AND SUSTAINABILITY</strong>&lt;br&gt;- Profile: NAFA's 36th President, Patti Earley, CAFM&lt;br&gt;- A New Look at the Fuels Market&lt;br&gt;- Controlling the Sustainable Fleet Waste Stream&lt;br&gt;- 2019 I&amp;E Preview – Professional Development&lt;br&gt;- Fleet Innovation&lt;br&gt;- National Safety Council&lt;br&gt;- Fleet Hot Topics</td>
<td>January 16, 2019</td>
<td>January 18, 2019</td>
<td>March 2019</td>
<td>TBD</td>
</tr>
<tr>
<td><strong>May/June</strong></td>
<td><strong>FLEET</strong>&lt;br&gt;- Fleet Planning and Timetables Versus Driver Alerts and Behavior&lt;br&gt;- Fleet &amp; Procurement: Still at Odds?&lt;br&gt;- Fleet Wraps&lt;br&gt;- National Safety Council</td>
<td>March 20, 2019</td>
<td>March 22, 2019</td>
<td>May 2019</td>
<td>TBD</td>
</tr>
<tr>
<td><strong>July/August</strong></td>
<td><strong>PROFESSIONAL DEVELOPMENT/I&amp;E RECAP</strong>&lt;br&gt;- Company Chaos: Protecting the Fleet&lt;br&gt;- Demonstrating Return on Investment of Your Organization’s Fleet Management Department&lt;br&gt;- 2019 I&amp;E/PRECON Wrapups&lt;br&gt;- Fuel Management&lt;br&gt;- National Safety Council&lt;br&gt;- Fleet Hot Topics</td>
<td>May 16, 2019</td>
<td>May 20, 2019</td>
<td>July 2019</td>
<td>TBD</td>
</tr>
<tr>
<td><strong>September/October</strong></td>
<td><strong>SAFETY</strong>&lt;br&gt;- The Price of Modern Auto Safety&lt;br&gt;- Making Fleet Safety Part of Your Organization’s Culture and Strategic Plan&lt;br&gt;- Equipment Safety&lt;br&gt;- National Safety Council&lt;br&gt;- Fleet Hot Topics</td>
<td>July 11, 2019</td>
<td>July 15, 2019</td>
<td>August 2019</td>
<td>TBD</td>
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<tr>
<td><strong>November/December</strong></td>
<td><strong>FINAL</strong>&lt;br&gt;- NAFA’s 2019 Survey&lt;br&gt;- A Future Without Sedans&lt;br&gt;- GRP/Tracking/Telematics&lt;br&gt;- National Safety Council&lt;br&gt;- Fleet Hot Topics</td>
<td>September 18, 2019</td>
<td>September 20, 2019</td>
<td>November 2019</td>
<td>TBD</td>
</tr>
</tbody>
</table>

**IN EVERY ISSUE:**
- **NAFA In The News:** The most current headlines and hot topics for NAFA.
- **National Safety Council:** An exclusive column from the foremost U.S. safety organization.
- **FLEXYs:** Fleet Excellence Awards, a true fleet management industry award.

*The editorial calendar is tentative and subject to change without notice.*
All rates include a direct link from your company’s ad to your website in the digital version of *FLEETsolutions*.

<table>
<thead>
<tr>
<th>Full Color</th>
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<td>$579.50</td>
<td>$539.50</td>
<td>$509.50</td>
<td>$449.50</td>
</tr>
</tbody>
</table>

Black-and-white rates available. Ask your account executive for more information.

**DIRECT MAIL OPPORTUNITIES***

Advertise your products and services by including your direct mail piece in the clear plastic bag in which *FLEETsolutions* is mailed. Whether you are promoting an event, a new product, or your entire product line, placing a direct mail piece with the magazine will ensure tremendous exposure for your company.

**Print Distribution**

<table>
<thead>
<tr>
<th>Surface Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page/2 Surfaces</td>
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</tr>
<tr>
<td>2 Pages/4 Surfaces</td>
<td>$2,999.50</td>
</tr>
<tr>
<td>Postcard</td>
<td>$2,399.50</td>
</tr>
</tbody>
</table>

* All direct mail pieces are furnished by advertiser. Three pages (six surfaces) or more rates are available.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing-ready.
Position yourself as a leader in the industry! Include your instructional piece in FleetSolutions Magazine and educate members, draw attention to a recent study, highlight your white paper or publish an infographic. Build on your years of experience in the industry and provide knowledgeable and informed content to members.

<table>
<thead>
<tr>
<th>Sponsorship Opportunities</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
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<tbody>
<tr>
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<td>$4,599.50</td>
<td>$4,369.50</td>
<td>$4,139.50</td>
<td>$3,909.50</td>
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<tr>
<td>Full Page</td>
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<td>$2,859.50</td>
<td>$2,699.50</td>
<td>$2,539.50</td>
<td>$2,229.50</td>
</tr>
</tbody>
</table>

Notes: Limited to two advertorials per issue. Advertorial contracts cannot renew the following year as there is limited availability per issue and we must allow other companies the opportunity to participate with this.

All advertorial copy must be approved by NAFA.

Below are the guiding principles for your thought leadership piece.

- Content should be educational in nature and solution-based, geared to solving a common problem or need within the ports industry. The educational content should not promote the company’s product or service but rather communicate best practices that would allow readers to be more effective and efficient in their roles.

- Content should include practical, useful information in which readers would find value, and should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.

- Separately from the educational content, editorial advertisers are encouraged to also include information about their company, testimonials and other helpful resources, but these mentions should be separate from the main messaging.

- NAFA reserves the right to edit or alter content or deny the ad as it deems necessary to meet the above requirements and provide maximum value for its members.

- Content must identify company and state that it’s an advertisement.
EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

Fleet Solutions is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default)**: The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view**: The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!

---

**Display Ad Package 1** | **$1,300**
Includes Leaderboard and Top TOC Mobile Banner.

**Display Ad Package 2** | **$1,200**
Includes Rectangle and 2nd TOC Mobile Banner.

**In-Magazine Digital Options** (HTML reading view)
These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

**HTML5 Ad** | **$1,125**
This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

**Digital Video Sponsorship** | **$1,100**
The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

**Digital Insert / Outsert**
Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- **Large Insert** $800
- **Medium Insert** $750
- **Large Outsert** $700
- **Medium Outsert** $625

**Additional TOC Mobile Banner** | **$750**

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1. **Leaderboard (all views)**
The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2. **Rectangle (all views)**
The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

3. **Top TOC Mobile Banner**

4. **2nd TOC Mobile Banner**

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)
Our “who’s who guide” stays on the desks of NAFA members and partners all year long. This go-to networking tool puts recipients in touch with fellow Members, as well as the NAFA Affiliates that provide the product and service solutions they need.

The directory includes a handy cross-reference of NAFA members by name and by company as well as by product/service category. Comprehensive listings give members the information they need to do business with your company.

4 out of 5 readers surveyed said they contacted an advertiser, purchased a product or service, or visited an advertiser’s website after seeing an ad in a NAFA publication.

Nearly 100% of readers surveyed value the directory as part of their membership.
# Membership Directory & Resource Guide

## Net Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>Full-Color</th>
<th>Black-and-White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$3,709.50</td>
<td>$2,649.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$3,219.50</td>
<td>$2,179.50</td>
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<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$3,009.50</td>
<td>$1,969.50</td>
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<tr>
<td>Full Page</td>
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<td>$1,509.50</td>
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<tr>
<td>2/3 Page</td>
<td>$2,209.50</td>
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<tr>
<td>1/2 Page Island</td>
<td>$2,009.50</td>
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<td>1/8 Page</td>
<td>$579.50</td>
<td>$339.50</td>
</tr>
</tbody>
</table>

## Direct Mail Opportunities*

Display ads and member listing enhancements inform *fleet purchasers* about the product and service solutions your company provides.

<table>
<thead>
<tr>
<th></th>
<th>Print Only</th>
<th>Print &amp; Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page/2 Surfaces</td>
<td>$2,399.50</td>
<td>$2,549.50</td>
</tr>
<tr>
<td>2 Pages/4 Surfaces</td>
<td>$2,999.50</td>
<td>$3,199.50</td>
</tr>
<tr>
<td>Postcard</td>
<td>$2,399.50</td>
<td>$2,549.50</td>
</tr>
</tbody>
</table>

* All direct mail pieces are furnished by advertiser. Three pages (six surfaces) or more rates are available.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing-ready.
In addition to print format, our Membership Directory & Resource Guide is now available to the NAFA membership in a fully interactive digital version.

**WITH THE DIGITAL EDITION, READERS CAN:**
- View each page of the directory exactly as it appears in print.
- Download the offline viewing.
- Forward items of interest to friends and colleagues.
- Click on advertisements of interest to go directly to advertisers’ websites.

**1 Digital Edition Sponsorship w/ Toolbar**
$600 *per issue*
Your message will be prominently displayed directly across from the cover of the directory. Animation, video, and sound capabilities bring your message to life.

**2 Digital Edition Skyscraper**
$800 *per issue*
The Digital Edition Skyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

**3 Digital Edition Leaderboard**
$950 *per issue*
The Digital Edition leaderboard is seen prominently when viewers are looking at any page in the directory.

**Ad “Jolt” Upgrade $300 *per ad***
Transform your static, passive advertisement into an attention-grabbing, animated message.

*Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing-ready.*
In 2018, the Online Buyer’s Guide received:

- More than 3,000 unique visitors
- More than 18,000 pageviews
- An average of more than six pages viewed per visit

*Traffic from September 2017 - March 2018

**ONLINE BUYER’S GUIDE**
NAFA.OFFICIALBUYERSGUIDE.NET

Designed to bring providers and the fleet community together, our interactive Online Buyer’s Guide makes it easy to locate products and services that are geared to the fleet management industry.

**THE NAFA ONLINE BUYER’S GUIDE IS A REFERENCE AT THE FINGERTIPS OF FLEET PROFESSIONALS:**

- Cross-promoted in other NAFA publications and communication pieces.
- Optimized to drive traffic from search engines and the NAFA home page.
- Directs visitors to the landing page of your choice to learn more about your business.
- Brings professionals to you when they are ready to buy.

Generate viable sales leads with the **NAFA RFP Automator**

Visitors can get in touch with multiple suppliers and partners in a specific product/service category with project specifications, schedules, and contact information.

RFP announcements can only be received if your company is a part of the Online Buyer’s Guide!
All display advertisers receive a complimentary Premier Listing.

1. **Curtain Ad (Run-of-Site)**
   - EXCLUSIVE – only one advertiser in position
   - Showcase your company at the top of every page
   - Viewers click and expand the ad to view your full message
   - 12 Months | $3,150

2. **Banner Package (2 Run-of-Site Positions)**
   - 8 Advertisers rotate through leaderboard and rectangle positions.
   - 12 Months | $4,500

3. **Category Banner (Home Page and Category Pages)**
   - 5 advertisers rotate through two positions.
   - 12 Months | $2,700

4. **Featured Companies (2 Run-of-Site Positions)**
   - Features your company logo and short description
   - 8 advertisers rotate through two positions
   - 12 Months | $1,800

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing-ready.
Category Sponsorship

For companies that want to ensure top visibility within their category, we offer guaranteed placement above your competitors. No scrolling required – when visitors click on a product/service category on the home page of the Online Buyer’s Guide, your Premier Listing is certain to be noticed. Rate includes Premier Listing with video upgrade.

Category Sponsor #1 | $1,250
Category Sponsor #2 | $1,125
Category Sponsor #3 | $1,000

Premier Listing Package

Premier Listings appear on a first-come, first-listed basis on top of all basic listings, ensuring they are seen first. In addition to basic contact information, your Premier Listing features:

• Full-color company logo
• Active website, Facebook, Twitter, and LinkedIn links; email address; and up to five detailed contacts
• Extended company profile and products & services listing
• Full-color product image and description – can be hyperlinked to any webpage
• Google™ Map It! – displays a Google™ map of your business location
• Google™ site search – allows users to search your company website directly from your Premier Listing
• Request for information – generates a form through which users can contact a designated representative from your business directly

12 Months | $350
Includes five (5) product/service category listings of your choice. Additional category listings are $50 each.

Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to five minutes.

Premier Listing with Video Upgrade | $500

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing-ready.
One of the top Google search results for “fleet management,” the NAFA website is the gateway for Members and Affiliates to access online information about NAFA and the fleet industry.

Visitors log on to nafa.org to learn about upcoming events, discover ways to maximize their NAFA membership, access the Resource Center, and read FLEETSolutions magazine and other NAFA publications.

On average, NAFA.org receives:
- More than 33,000 pageviews per month
- Nearly 6,000 unique visitors per month
- More than three pages viewed per visit

*Traffic from September 2017 - March 2018

HOME PAGE

1. Leaderboard (550 x 60 pixels)
   - Two positions with 3 rotations each.
   - 12 Months | $4,965

RUN-OF-INTERIOR PAGES

No matter which interior page visitors view, your ad will appear alongside frequently viewed content.

2. Vertical Banner (140 x 240 pixels)
   - Two positions with 3 rotations each.
   - 12 Months | $3,250

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing-ready.
NAFAConnection, NAFA's official eNewsletter, is emailed bi-weekly to NAFA Members and Affiliates. NAFAConnection provides timely coverage on the issues mattering most to the industry and ensures maximum visibility of your advertising message.

ENJOY THE BENEFITS OF A TARGETED eNEWSLETTER:

- Frequently forwarded to others for additional exposure.
- Cross-promoted in NAFA publications and communication pieces.
- Directs visitors to the landing page of your choice to facilitate the purchasing process.
- Archives are accessible for unlimited online viewing.

1. **Medium Rectangles** (300 x 100 pixels)
   - Eight total spots available – NO ROTATION
   - Located between popular sections throughout the eNewsletter
   - Row 1 - 12 Months | $6,900
   - Row 2 & 3 - 12 Months | $6,200
   - Row 4 - 12 Months | $5,600

2. **Rectangles** (300 x 250 pixels)
   - Only four spots available - NO ROTATION
   - Located between popular sections in the middle of the eNewsletter
   - 12 Months | $5,650

3. **Sponsored Content** (logo/product image: 180 x 150 pixels)
   - Only three company spotlights available - NO ROTATION
   - Located between popular sections in the middle of the eNewsletter
   - 12 Months | $5,100

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing-ready.

REGULAR FEATURES INCLUDE:

- **NAFA Chapter News**
- **Industry News**
- **Legislative News**
- **Technology**
- **Remarking Strategy**
- **NAFA Association News**
- **Sustainability**
- **Employment Listings**
INSTITUTE & EXPO eNEWSLETTER
DISPLAY ADVERTISING

Promote your brand alongside the NAFA Institute & Expo with our Institute & Expo eNewsletter! More than 10,000 industry decision-makers including attendees, members, and potential members will receive issues before, during, and after the event. Issues will go out once per week before the show, once per day during, and a recap issue will be sent after the show concludes. Only six positions are available and will be reserved on a first-come, first-served basis. Don’t miss your chance to be a part of the 2019 Institute & Expo eNewsletter.

1 Rectangles
(300 x 250 pixels)

- Eight total spots available – NO ROTATION
- Ads featured on the Institute & Expo eNewsletter receive more than 10,000 impressions

Rate: $2,625

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing-ready.
The more you can tell attendees about your company before they hit the show floor, the greater traffic your booth will have. NAFA I&E media opportunities give you the flexibility to target pre-registered attendees and NAFA Members before the show even begins!

**BEFORE ATTENDEES ARRIVE IN LOUISVILLE**
- NAFA Members, attendees, and exhibiting companies will be visiting the official event website as they register for the show, plan their trip, make reservations, and finalize travel details.
- The digital edition of the *Show Guide & Final Program* will be distributed via email to pre-registered attendees as well as NAFA Members two weeks before the show. It will also be posted on www.nafainstitute.org.
- The March/April 2019 edition of *FLEETSolutions* will be mailed and emailed to all NAFA Members two weeks before the show and will also be posted on www.nafa.org and www.nafainstitute.org.

**DURING THE INSTITUTE & EXPO**
- Because the *Show Guide & Final Program* contains important show information, floor plans, and a schedule of events, it will be in the hands of attendees for the duration of the show!
- The March/April 2019 edition of *FLEETSolutions* will be available on-site.
- The *Institute & Expo* eNewsletter lets you promote your company to 9,000 industry decision-makers including attendees, members, and potential members before, during, and after the event.

**AFTER THE SHOW IS OVER**
- Attendees make notes in the *Show Guide & Final Program* and keep their copy after I&E in order to follow up with exhibitors. Your advertising investment is sure to extend beyond the show!
## SHOW GUIDE & FINAL PROGRAM

**NET RATES**

All rates include a direct link from your company’s ad to your website in the digital version of the *Show Guide & Final Program*.

<table>
<thead>
<tr>
<th></th>
<th>Full-Color</th>
<th>Black-and-White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$3,829.50</td>
<td>$3,179.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$2,889.50</td>
<td>n/a</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,559.50</td>
<td>n/a</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,119.50</td>
<td>$1,379.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,679.50</td>
<td>$969.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$979.50</td>
<td>$589.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$599.50</td>
<td>$459.50</td>
</tr>
</tbody>
</table>

### DIRECT MAIL OPPORTUNITIES*

Advertise your products and services by including your direct mail piece in the clear plastic bag in which the *Show Guide & Final Program* is distributed. Whether you are promoting a booth giveaway, an off-site event, or your entire product line, placing a direct mail piece with the guide will ensure exposure for your company.

**DIGITIZE YOUR AD!** In addition to the printed version, the *Show Guide & Final Program* is digitally reproduced and is emailed to pre-registered attendees and the NAFA membership, and is archived on the NAFA I&E website. We can attach your direct mail piece to the digital publication, and animation capabilities are available for a nominal fee.

#### Print Distribution Only

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page/2 Surfaces</td>
<td>$1,829.50</td>
</tr>
<tr>
<td>2 Pages/4 Surfaces</td>
<td>$2,289.50</td>
</tr>
<tr>
<td>Postcard</td>
<td>$1,829.50</td>
</tr>
</tbody>
</table>

* All direct mail pieces are furnished by advertiser. Three pages (six surfaces) or more rates are available.

**FOR INFORMATION ON HOW TO EXHIBIT AT I&E, OR TO BECOME AN I&E SPONSOR, VISIT WWW.NAFAINSTITUTE.ORG.**

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing-ready.

*2019 I&E Program cover art is not final.*
EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

*Fleet Solutions* is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

**FORMATS AVAILABLE TO READERS:**

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading.
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!

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**Display Ad Package 1 | $1,300**
Includes Leaderboard and Top TOC Mobile Banner.

**Display Ad Package 2 | $1,150**
Includes Rectangle and 2nd TOC Mobile Banner.

**In-Magazine Digital Options (HTML reading view)**
These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

**HTML5 Ad | $1,200**
This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

**Digital Video Sponsorship | $1,100**
The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

**Digital Insert / Outsert**
Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | $950
- Medium Insert | $800
- Large Outsert | $850
- Medium Outsert | $700

**Additional TOC Mobile Banner | $750**

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1. **Leaderboard (all views)**
The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2. **Rectangle (all views)**
The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

**TOC Mobile Banners (HTML reading view)**
The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd TOC mobile banner appears after the 6th article.

3. **Top TOC Mobile Banner**
4. **2nd TOC Mobile Banner**

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For the latest online specs, please visit www.naylor.com/onlinespecs
NAFA I&E WEBSITE
NAFAinstitute.org

NAFA Institute & Expo is the industry’s largest gathering of fleet managers. Your presence on the official event websites positions you in front of potential new customers in the months leading up to the show. Four out of five attendees have purchasing power.

NAFA Members, attendees, and exhibiting companies will be visiting the official event websites as they register for the show, plan their trip, make reservations, and finalize travel details.

RUN-OF-SITE

No matter which page visitors view, your ad will appear alongside frequently viewed content.

A Rectangle (12 Months | $3,700)
- 550 x 120 pixel rectangle – Home Page
- 550 x 120 pixel rectangle – Sub Page

B Package 1 (12 Months | $3,575)
- 550 x 90 Horizontal Banner – Home Page
- 160 x 640 Skyscraper – Sub Page

C Package 2 (12 Months | $3,100)
- 550 x 90 Horizontal Banner – Home Page
- 160 x 640 Skyscraper – Sub Page

On average, the NAFA I&E Website receives:
- Nearly 5,000 visitors per month, over half of which are new visitors
- Over 15,500 page views per month
- An average of more than three pages viewed per visit

*Traffic from September 2017 - March 2018

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing-ready.
REACH NAFA MEMBERS YEAR-ROUND, SAVE MORE.

<table>
<thead>
<tr>
<th>MEDIA PACKAGES</th>
<th>FLEETSolutions Magazine</th>
<th>NAFA web site <a href="http://www.nafa.org">www.nafa.org</a></th>
<th>Online Buyer’s Guide nafa.officialbuyersguide.net</th>
<th>Official Show Guide &amp; Final Program*</th>
<th>NAFA Connection eNewsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Platinum Package</strong></td>
<td>• Full-page, full-color ad in 3 issues</td>
<td>• Square Banner (250 x 250 pixels) on Homepage for 12 months</td>
<td>• Banner Package and Premier Listing for 12 months</td>
<td>• Full-page, full-color ad with 100-word profile listing next to your company name</td>
<td>• Rectangle Ad (300 x 250 pixels) for 12 months</td>
</tr>
<tr>
<td>$18,500</td>
<td>3x</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Over $6,000 in savings!</td>
<td></td>
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<tr>
<td><strong>Diamond Package</strong></td>
<td>• Full-page, full-color ad in 2 issues</td>
<td>• Half Banner (234 x 60 pixels) on Homepage for 12 months</td>
<td>• Banner Package and Premier Listing for 12 months</td>
<td>• ½-page, full-color ad</td>
<td></td>
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<tr>
<td>$15,000</td>
<td>2x</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Over $3,500 in savings!</td>
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<tr>
<td><strong>Gold Package</strong></td>
<td>• Full-page, full-color ad in 2 issues</td>
<td>• Vertical Banner (120 x 240 pixels) Run of Interior for 12 months</td>
<td>• Leaderboard Banner Package and Premier Listing for 12 months</td>
<td></td>
<td></td>
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<tr>
<td>$10,000</td>
<td>2x</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Over $2,500 in savings!</td>
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<tr>
<td><strong>Silver Package</strong></td>
<td>• ½-page, full-color ad in 2 issues</td>
<td>• Horizontal Banner (468 x 60 pixels) Run of Interior for 12 months</td>
<td>• Featured Company Position and Premier Listing for 12 months</td>
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<td></td>
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<tr>
<td>$7,500</td>
<td>2x</td>
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<tr>
<td>Over $1,500 in savings!</td>
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<tr>
<td><strong>Bronze Package</strong></td>
<td>• ¼-page, full-color ad in 2 issues</td>
<td>• Vertical Banner (120 x 240 pixels) Run of Interior for 12 months</td>
<td>• Featured Company Position and Premier Listing for 12 months</td>
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<td></td>
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<tr>
<td>$5,000</td>
<td>2x</td>
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<tr>
<td>Over $800 in savings!</td>
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*2019 I&E Program cover art is not final.
PRINT SPECIFICATIONS

FLEET Solutions, MEMBERSHIP DIRECTORY AND SHOW GUIDE & FINAL PROGRAM

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF, and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

AD MATERIAL UPLOAD

Go to the Naylor website at www.naylor.com, and under the Client Support section, click “Ad Upload.” Locate your publication code, advertising order number, and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company’s contact information along with these three pieces of information, browse for your file, and click “Submit.” Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

ARTWORK REQUIREMENTS

PRODUCTION SERVICES, PROOFS AND REVISIONS

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

SHIPPING INSTRUCTIONS

Ship all advertising materials to the attention of your account executive at:

Naylor Association Solutions
5950 NW 1st Place
Gainesville, FL 32607
Toll Free: (800) 369-6220
Fax: (352) 331-3525
ONLINE SPECIFICATIONS

For more information, visit www.naylor.com/onlinespecs

FLEET Solutions
DIGITAL EDITION AND SHOW GUIDE & FINAL PROGRAM DIGITAL EDITION

Font should be sans serif and 18 pt. or larger for maximum readability.

Digital Edition Sponsorship
- 7.6389 x 6.6667 inches @300dpi
- Creative accepted: PDF, JPG, PNG
- No max file size

Digital Edition Skyscraper
- 200 x 783 pixels @ 300dpi
- Creative accepted: JPG, PNG
- NO VIDEOS
- No max file size

Large Digital Edition Toolbar
- 360 x 50 pixels @ 300dpi
- Creative accepted: High-resolution .GIF, .JPG or .PNG ad content
- Ad content can be static (JPG or .PNG) or animated (.GIF). No videos.
- No max file size
- Ad will be in the left hand side position
- Position will NOT allow for expandable drop down text.

ONLINE BUYER’S GUIDE

Curtain Ad
- 2 files required, collapsed leaderboard and expanded billboard image
- Right 200px of leaderboard should have a call to action for viewers to click so the ad expands.
- Ad will size down on smaller devices. Ad copy should not have a large amount of text.
- Leaderboard: 954 x 75 pixels
- Billboard: 954 x 300 pixels
- Creative accepted: JPG only (no animation)
- Third Party Tags: Not Accepted. However URL click trackers are acceptable

Leaderboard
- 728 x 90 pixels
- JPG/GIF accepted
- File size must be no greater than 100KB
- Animation must be no longer than 25 seconds (includes multiple loops)

Rectangle
- 300 x 250 pixels
- JPG, GIF accepted
- File size must be no greater than 100KB
- Animation must be no longer than 25 seconds (includes multiple loops)

NAFA I&E WEBSITE

Horizontal Banner
- 550 x 90 pixels
- JPG, GIF accepted
- File size must be no greater than 100KB
- Animation must be no longer than 25 seconds (includes multiple loops)

Large Rectangle
- 550 x 120 pixel
- JPG, GIF accepted
- File size must be no greater than 100KB
- Animation must be no longer than 25 seconds (includes multiple loops)

Skyscraper
- 160 x 640 pixels
- JPG, GIF accepted
- File size must be no greater than 100KB
- Animation must be no longer than 25 seconds (includes multiple loops)

Institute & Expo eNewsletter

Rectangle
- 300 x 250 pixels
- Six total spots available – NO ROTATION
- Ads featured on the Institute & Expo eNewsletter receive more than 10,000 impressions

NAFAConnection eNewsletter

Custom Rectangles
- 300 x 100 pixels
- JPG only (no animation)
- File size must be no greater than 100KB

Large Rectangles
- 300 x 250 pixels
- JPG only (no animation)
- File size must be no greater than 100KB

Sponsored Content
- 180 x 150 pixels for logo/product image
- Headline (3-6 words)
- Summary (30-50 words)

NAFA WEBSITE

Leaderboard
- 550 x 60 pixels
- JPG, GIF accepted
- File size must be no greater than 100KB
- Animation must be no longer than 25 seconds (includes multiple loops)

Vertical Banner
- 140 x 240 pixels
- JPG, GIF accepted
- File size must be no greater than 100KB
- Animation must be no longer than 25 seconds (includes multiple loops)

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