FOR MORE INFORMATION, CONTACT:

Jason Zawada
Media Director
(352) 333-3353
jzawada@naylor.com
WHO WE ARE

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
PRODUCT MENU

NAFA MEDIA

FLEETSolutions Magazine
Published bi-monthly, FLEETSolutions serves as an industry resource for all fleet professionals - informing our readers through timely and relevant articles.

NAFA Membership Directory & Resource Guide
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.

NAFAConnection eNewsletter
NAFAConnection is emailed bi-weekly to NAFA Members and Affiliates. It provides timely coverage on the issues mattering most to the industry.

Online Buyer’s Guide
Our Online Buyer’s Guide makes it easy to locate products and services that are geared to the fleet management industry.

NAFA Website
The NAFA website is the gateway for Members and Affiliates to access online information about NAFA and the fleet industry.

NAFA INSTITUTE & EXPO MEDIA

NAFA Official Show Guide & Final Program
The Show Guide & Final Program is every show attendees’ lifeline. It contains important show information, floor plans, and a schedule of events.

NAFA I&E Website
NAFA Members, attendees, and exhibiting companies visit the official event website as they register for the show, plan their trip, make reservations, and finalize travel details.
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

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 NAFA 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 Worth, Texas
# 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>
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<td>TECHNOLOGY</td>
<td></td>
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<td></td>
<td>- The Virtual Fleet Manager</td>
<td>November 13, 2018</td>
<td>November 15, 2018</td>
<td>December 2018</td>
<td>World of Concrete The Work Truck Show</td>
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<td>- Data in 21st Century Fleets</td>
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<td>- 2019 I&amp;E Advance Preview</td>
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<td>- Computers - Software/Systems</td>
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<td>- Update on Self-Driving Cars/Trucks</td>
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<td>March/April</td>
<td>FUELS AND SUSTAINABILITY</td>
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<td></td>
<td>- Profile: NAFA’s 36th President, Patti Earley, CAFM</td>
<td>January 16, 2019</td>
<td>January 18, 2019</td>
<td>March 2019</td>
<td>ISM NAFA Institute &amp; Expo</td>
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<td>- A New Look at the Fuels Market</td>
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<td>- Controlling the Sustainable Fleet Waste Stream</td>
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<td>- 2019 I&amp;E Preview - Details and Schedule</td>
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<td>- Fleet Innovation</td>
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<td>May/June</td>
<td>FLEET PLANNING</td>
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<td>- Fleet Planning and Timetables Versus Driver Alerts and Behavior</td>
<td>March 20, 2019</td>
<td>March 22, 2019</td>
<td>May 2019</td>
<td>NYC Equipment &amp; Vehicle Show</td>
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<td>- Fleet &amp; Procurement: Still at Odds?</td>
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<td>- Fleet Wraps</td>
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<td>July/August</td>
<td>PROFESSIONAL DEVELOPMENT/NAFA INSTITUTE &amp; EXPO RECAP</td>
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<td>- Company Chaos: Protecting the Fleet</td>
<td>May 16, 2019</td>
<td>May 20, 2019</td>
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<td>- Demonstrating Return on Investment of Your Organization’s Fleet Management Department</td>
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<td>- 2019 I&amp;E/RECON Wrapsups</td>
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<td>- The Future of Fuel Efficiency</td>
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<td>- National Safety Council</td>
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<td>- Fleet Hot Topics</td>
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<td>- FLEXY Winners</td>
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<td>- CAFM’S Graduates</td>
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<td>September/October</td>
<td>SAFETY</td>
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<td>- The Price of Modern Auto Safety</td>
<td>July 11, 2019</td>
<td>July 15, 2019</td>
<td>August 2019</td>
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<td>- Making Fleet Safety Part of Your Organization’s Culture and Strategic Plan</td>
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<td>- Equipment Safety</td>
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<td>November/December</td>
<td>CONNECTED FLEETS</td>
<td>THE HARD QUESTIONS SURROUNDING MOBILITY</td>
<td>September 18, 2019</td>
<td>September 20, 2019</td>
<td>November 2019</td>
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<td>- NAFA’s 2019 Survey</td>
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<td>- A Future Without Sedans</td>
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<td>- GRP/Tracking/Telematics</td>
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**IN EVERY ISSUE:**

- **In The News:** Quick takeaways and tips for and from NAFA’s members. E.g. Newsflash, What’s In My Fleet, Pro Tip, Ask the Expert
- **Safety First:** An exclusive column from the foremost U.S. safety organization, National Safety Council.
- **Hot Topics:** Current headlines and hot topics related to NAFA and its members.
All rates include a direct link from your company’s ad to your website in the digital version of FLEETsolutions. Members receive a 10% discount.

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<thead>
<tr>
<th>Full Color</th>
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<tbody>
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<td>$3,759.50</td>
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<tr>
<td>Outside Back Cover</td>
<td>$3,609.50</td>
<td>$3,469.50</td>
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<td>Inside Front or Inside Back Cover</td>
<td>$3,279.50</td>
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<td>$639.50</td>
<td>$609.50</td>
<td>$579.50</td>
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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.

<table>
<thead>
<tr>
<th>Print Distribution</th>
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<tbody>
<tr>
<td>1 Page/2 Surfaces</td>
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<tr>
<td>2 Pages/4 Surfaces</td>
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<tr>
<td>Postcard</td>
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</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>
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<td>$2,699.50</td>
<td>$2,539.50</td>
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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.
# Fleet Solutions Digital Edition

**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 Packages

- **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)

- **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

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

## Additional TOC Mobile Banner | $750

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
MEMBERSHIP DIRECTORY & RESOURCE GUIDE
PRINT AND DIGITAL EDITION

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

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<td>1/8 Page</td>
<td>$579.50</td>
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Display ads and member listing enhancements inform fleet purchasers about the product and service solutions your company provides.

DIRECT MAIL OPPORTUNITIES*

Include your direct mail piece in the clear plastic bag in which the NAFA Membership Directory & Resource Guide is mailed and be the FIRST ad readers see, every time!

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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.
MEMBERSHIP DIRECTORY & RESOURCE GUIDE

DIGITAL EDITION

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.

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.

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.

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.
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!

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

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

ALL DISPLAY ADVERTISERS RECEIVE A COMPLIMENTARY PREMIER LISTING.

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 chargers 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 167,480 pageviews per month
- Nearly 6,500 unique visitors per month
- More than four pages viewed per visit

*Traffic from July 2018 - January 2019

**HOME PAGE**

1. **Leaderboard**

   (550 x 60 pixels)

   Two positions with 3 rotations each.

   - 12 Months | $4,965
   - 6 Months | $2,755
   - 3 Months | $1,499

**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
   - 6 Months | $1,818
   - 3 Months | $1,035

When you advertise on NAFA.org, your ad displays across all NAFA websites, including the Fleet Certification and Sustainable Accredited Program sites, at no additional cost!
NAFAConnection
DISPLAY ADVERTISING

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.
USE AN AD TO:
+ Tell attendees where they can find your booth.
+ Explain how to schedule an appointment to meet during the expo.
+ Highlight the products and services you will be showcasing.

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

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
+ The Show Guide & Final Program is every show attendees’ lifeline. A hard copy is picked up at registration and used throughout the show. The guide contains important show information, floor plans, and a schedule of events.
+ The March/April 2019 edition of FLEETSolutions will be available on-site.

AFTER THE SHOW IS OVER
+ The July/August edition of FLEETSolutions is the post-conference issue. Follow up with attendees and solidify relationships made at the show in an issue that recaps the event.

NAFA I&E website: nafainstitute.org
# Media Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
<th>Savings</th>
<th>Full-page, full-color ad in issues</th>
<th>Square Banner (250 x 250 pixels) on Homepage for 12 months</th>
<th>Banner Package and Premier Listing for 12 months</th>
<th>Full-page, full-color ad</th>
<th>Full-color logo with 100-word profile listing next to your company name</th>
<th>Rectangle Ad (300 x 250 pixels) for 12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Platinum Package</strong></td>
<td>$18,500</td>
<td>$6,000</td>
<td>3x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Diamond Package</strong></td>
<td>$15,000</td>
<td>$3,500</td>
<td>2x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Gold Package</strong></td>
<td>$10,000</td>
<td>$2,500</td>
<td>2x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Silver Package</strong></td>
<td>$7,500</td>
<td>$1,500</td>
<td>2x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Bronze Package</strong></td>
<td>$5,000</td>
<td>$800</td>
<td>2x</td>
<td></td>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>

**Note:** *2019 I&E Program cover art is not final.*
# NAFA I&E Advertising

## Sponsorship Packages

<table>
<thead>
<tr>
<th>I&amp;E Media Packages</th>
<th>FLEETsolutions Magazine (Jan/Feb Issue)</th>
<th>FLEETsolutions Magazine (Mar/Apr Issue)</th>
<th>Official Show Guide &amp; Final Program*</th>
<th>I&amp;E eNewsletter</th>
<th>I&amp;E Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond Package</td>
<td>• Full-Page 1x</td>
<td>• Full-Page 1x</td>
<td>• Full-Page Full-Color logo w/ 100 word listing</td>
<td>• Rectangle Ad (300 x 250 pixels)</td>
<td>• Rectangle Ad (300 x 250 pixels) for 12 months</td>
</tr>
<tr>
<td></td>
<td>$10,775</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Save $3,300!</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ruby Package</td>
<td>• Full-Page 1x</td>
<td>• Full-Page 1x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$7,850</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Save $2,600!</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sapphire Package</td>
<td>• 1/2-Page 1x</td>
<td>• 1/2-Page 1x</td>
<td>• Full-Page Full-Color logo w/ 100 word listing</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$6,950</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Save $2,200!</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opal Package</td>
<td>• 1/2-Page 1x</td>
<td>• 1/2-Page 1x</td>
<td>• 1/2-Page Full-Color logo w/ 100 word listing</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$6,350</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Save $2,200!</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

*2019 I&E Program cover art is not final.
**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.

<table>
<thead>
<tr>
<th></th>
<th>Print Distribution Only</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.
SHOW GUIDE & FINAL PROGRAM*
DIGITAL EDITION

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!

---

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. **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 mobile banner appears after the 6th article.

4. **Top TOC Mobile Banner**
5. **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

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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**
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.

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

**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

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**RUN-OF-SITE**

**Rectangle**
**12 Months | $3,700**
+ 550 x 120 pixel rectangle – Home Page
+ 550 x 120 pixel rectangle – Sub Page

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

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

---

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.
PRINT SPECIFICATIONS
FLEETsolutions, MEMBERSHIP DIRECTORY 
AND SHOW GUIDE & FINAL PROGRAM

ARTWORK REQUIREMENTS
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%.

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