



# NAFA

*Fleet Management Association*

## *2012 Media Brochure*

For more information, contact:

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**FLEETSolutions** • **Fleet FOCUS**

NAFA Membership Directory  
Online Buyer's Guide • NAFA Website

**WWW.NAFA.ORG**



## WHO WE ARE

NAFA is the world's premier not-for-profit association for professionals who manage fleets of sedans, 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 is the association for the diverse vehicle fleet management profession regardless of organizational type, geographic location, or fleet composition.

NAFA provides its Members a full range of products and services, including statistical research, monthly and annual publications, regional chapter meetings, government representation, annual conferences and trade shows, educational seminars, and more.

Our Members are key fleet decision-makers — corporate and government fleet executives who manage specification, acquisition, and maintenance of millions of vehicles, including:

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

“NAFA Members represent a dynamic group of industry decision-makers responsible for more than **\$70 billion** in combined assets.”

## IN PERSON, IN PRINT, **AND ONLINE**

Get valuable repeat exposure in front of the fleet community.

- *FLEETSolutions* bi-monthly magazine
- *Membership Directory*
- Online Buyer's Guide
- NAFA website
- *FleetFOCUS* bi-weekly eNewsletter
- NAFA Institute & Expo sponsorships
- NAFA Institute & Expo exhibit sales
- NAFA Institute & Expo websites
- NAFA Institute & Expo *Show Guide & Final Program*



# MEMBERSHIP BREAKDOWN

NAFA Members manage fleets for corporations, organizations, and public agencies covering a wide range of manufacturing and service organizations, governments, and public service entities. Our Members additionally serve financial institutions, insurance companies, and non-profit organizations. NAFA Members represent a dynamic group of industry decision-makers responsible for more than **\$70 billion** in combined assets.

## NAFA MEMBERS:

Are responsible for the specification, acquisition, maintenance and repair, fueling, risk management, and remarketing of more than **3.7 million vehicles** – including in excess of **1.2 million trucks**.

Have more than **420,000 medium- and heavy-duty trucks** in their fleets, totaling more than **\$21 billion** in assets for medium- and heavy-duty trucks alone.

Manage “traditional” fleet vehicles of cars, vans, and SUVs totaling **1.4 million vehicles** and accounting for **\$45 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.

## OUR READERS MAKE DAY-TO-DAY PURCHASING DECISIONS FOR THEIR FLEETS\*

Readers have taken some kind of action on an advertisement featured within NAFA's communications, including:

- Visiting a website for more information.
- Contacting a company for more information.
- Referring an advertised product or service to someone in their organization.

NAFA Members are responsible for product and service purchases, including:

Accident Management Systems	Glass Replacement/Repair	Tires
Aluminum Ladder Racks	GPS/Tracking	Training Programs
Auto Parts/Equipment	Graphics/Decals	Transmissions/Engines
Auto Transporters	In-Car/Digital Video	Truck Accessories
Biobased Lubricants	Key Control	Used Vehicle Acquisition
Bluetooth Accessories	Leasing Company Services	Vehicle Auctions
Brakes	Maintenance (Mechanical) Management Services	Vehicle Manufacturers
Commercial Truck Caps	Mobile AC Power	Vehicle Remarketers
Computer Mounts/Consoles	New Vehicle Purchases	Vehicle Upfitting
Emergency Lighting	Prisoner Transport	Ventilation & Exhaust Removal Systems
Fleet Management Systems/Software	Safety Management	
Fuel Management Systems/Software	Short-Term Rental Agencies	
	Sirens/Audible Warning Equipment	

*\*Source: 2010 NAFA Media Survey*

## OUR MEMBERSHIP IS COMPRISED OF INFLUENTIAL NATIONAL BUSINESSES

Top 10 Executive Fleets with NAFA Members (by # of vehicles)

1. United Technologies Corp. (UTC)
2. Newell Rubbermaid, Inc.
3. Boehringer-Ingelheim
4. Church of Jesus Christ of Latter-day Saints
5. Computer Sciences Corp.
6. McDonald's Corp.
7. Farmer's Insurance Group
8. Philips Electronics NA
9. General Mills
10. Estee Lauder, Inc.

Top 10 Commercial Truck Fleets with NAFA Members (by # of vehicles {trucks/vans/SUVs})

1. AT&T
2. Verizon
3. Federal Express
4. Comcast Corp.
5. PepsiCo., Inc.
6. ServiceMaster
7. Tyco International
8. Cox Enterprises
9. Advance Auto Parts
10. Asplundh Tree Experts

Top 10 Green Fleets with NAFA Members (by # of vehicles)

1. Schwan's Home Service, Inc.
2. Eli Lilly & Co
3. Best Buy
4. LabCorp
5. Bristol-Myers Squibb Co.
6. Honeywell International Inc.
7. Monsanto Co.
8. Johnson & Johnson Services, Inc.
9. Merck & Co., Inc.
10. Pacific Gas & Electric



# FLEETSolutions

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

## TARGET AN ENGAGED PURCHASING AUDIENCE\*

- > Nearly 100% of readers are involved in their organization's buying process. Respondents are responsible for specifying, recommending, and approving purchases.
- > Given the choice to subscribe to only one industry-related magazine, **more readers chose *FLEETSolutions* over every other title**, including *Automotive Fleet* and *Government Fleet*.
- > Four out of five readers rate the **content relevance of *FLEETSolutions* as High or Very High**.
- > When finished with their copy, readers:
  - **Pass along** the magazine to colleagues.
  - **Save** the magazine for future reference.
  - **Store** the magazine in a library or waiting room for others to use.

“NAFA is a good place to feature products for the fleet manager. The exposure is great!”

Larry Lee  
Phoenix Systems



## SEE WHAT OUR ADVERTISERS AND READERS ARE SAYING ABOUT NAFA:

“NAFA really understands the fleet market and provides us with many different channels to get our message out to our customers.”

Jenn Voelker, *Leggett & Platt CVP*

“NAFA is the open door to sharing valuable fleet information with other fleet professionals. It keeps me informed and helps me do a better job.” *Elaine Schwartz, Verizon*

“NAFA has not only given us the abilities of networking and idea sharing among ourselves, but has quality companies as members also.” *Bob Adamsky, Del-Air HVAC*

\*Source: 2010 NAFA Media Survey

# 2012 **EDITORIAL CALENDAR**

Issue	Features	Mails	Space Deadline	Artwork Deadline
<b>January/ February</b>	<ul style="list-style-type: none"> <li>• Alternative Fuel Outlook: Propane</li> <li>• Boomers, Xers, and Y's — How To Manage Generations Older And Younger Than Yourself</li> <li>• Alternative Tracking Technologies: The Role Of Tablets And Smart Phones In Fleet Tracking</li> <li>• Driver Safety Results Through Policy Alignment</li> </ul>	Jan. 2012	Nov. 8, 2011	Nov. 10, 2011
<b>March/ April</b> <b>NAFA I&amp;E Issue</b>	<ul style="list-style-type: none"> <li>• Alternative Fuel Outlook: CNG</li> <li>• Transition Costs: What's Real, What's Fiction, And What To Look Out For</li> <li>• What It Takes To Right-Size In The Real World</li> <li>• Sustainable Fleets: Tree-Hugging Or Cost-Savings?</li> </ul>	Mar. 2012	Jan. 5, 2012	Jan. 9, 2012
<b>May/June</b>	<ul style="list-style-type: none"> <li>• Alternative Fuel Outlook: Hybrids</li> <li>• How To Survive A DOT Audit</li> <li>• Dealing With A Fatality</li> <li>• Are You Managing Your Online Reputation?</li> </ul>	May 2012	Feb. 23, 2012	Feb. 27, 2012
<b>July/August</b>	<ul style="list-style-type: none"> <li>• Alternative Fuel Outlook: Biodiesel</li> <li>• Vehicle Wraps: The Branding Experience For Your Fleet</li> <li>• Preventive Maintenance: A Quart Of Protection Is Worth A Pound Of Metal</li> <li>• Upping — What Items Add To Resale And Add To Safety</li> </ul>	Jul. 2012	Apr. 25, 2012	May 1, 2012
<b>September/ October</b>	<ul style="list-style-type: none"> <li>• Alternative Fuel Outlook: Ethanol</li> <li>• Managing Your Other Fleet – Equipment, Off-Road Vehicles, And Capital Tools</li> <li>• Vehicle Acquisition: How To Buy Factory vs. Hot-To-Buy Stock</li> <li>• Implementing A Global Driver Safety Program</li> </ul>	Sep. 2012	Jul. 9, 2012	Jul. 13, 2012
<b>November/ December</b>	<ul style="list-style-type: none"> <li>• Alternative Fuel Outlook: Electric Vehicles</li> <li>• Reducing Losses From Commercial Vehicle Crashes</li> <li>• Clean Air Vehicle Grant Funding</li> </ul>	Nov. 2012	Sep. 10, 2012	Sep. 14, 2012

## IN EVERY ISSUE

### **SURVEY**

*FLEETSolutions* presents the results of various NAFA surveys that poll members on topics relevant to fleet management. Past survey topics included policies and procedures; salary and compensation; used vehicle remarketing; and sustainability.

### **INSIDE CORPORATE FLEET: A DAY IN THE LIFE**

Each issue will profile a different NAFA member.

*\*The editorial calendar is tentative and subject to change without notice.*



# FLEETSolutions

## DIGITAL EDITION

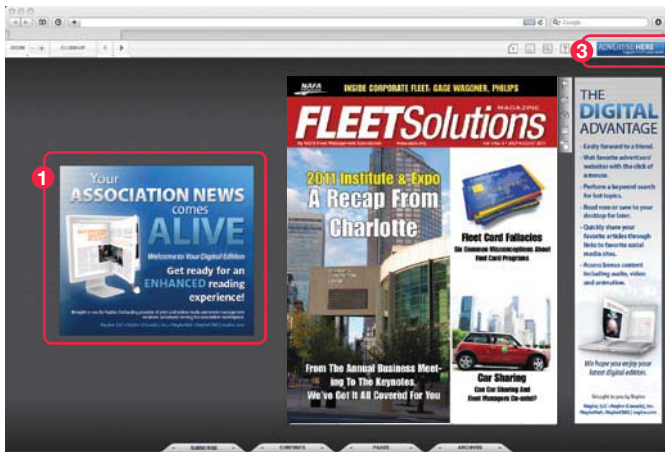
In addition to print format, *FLEETSolutions* is available to the NAFA membership in a fully-interactive digital version. Members and readers receive each issue via e-mail, and each new issue is posted to NAFA's website. A full archive of past issues are posted on the NAFA website, ensuring longevity for your online presence.

### WITH THE DIGITAL EDITION, READERS CAN:

- View each page of *FLEETSolutions* exactly as it appears in print.
- Download the issue for offline viewing.
- Forward articles of interest to friends and colleagues.
- Click on advertisements of interest to go directly to advertisers' websites.



## BRANDING SOLUTIONS



### 1 eSponsorship | \$800 per issue

Your message will be prominently displayed directly across from the cover of the magazine. Animation, video, and sound capabilities bring your message to life.



### 2 eSkyscraper | \$800 per issue

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

### 3 eToolbar | \$650 per issue

Display your company name in the top-right corner of every page of the digital edition. Upon click, descriptive text about your company and a link to your website appear.

### Ad "Jolt" Upgrade | \$300 per ad

Transform your static, passive advertisement into an attention-grabbing, animated message.

# FLEETSolutions

## NET FULL-COLOR RATES

All rates include a direct link from your company's ad to your website in the digital version of *FLEETSolutions*.

	1-2x	3-5x	6x
<b>Double Page Spread</b>	\$3,939.50	\$3,739.50	\$3,549.50
<b>Outside Back Cover</b>	\$3,449.50	\$3,319.50	\$3,179.50
<b>Inside Front or Inside Back Cover</b>	\$3,119.50	\$3,069.50	\$2,929.50
<b>Full Page</b>	\$2,679.50	\$2,549.50	\$2,409.50
<b>2/3 Page</b>	\$2,309.50	\$2,159.50	\$2,079.50
<b>1/2-Page Island</b>	\$2,249.50	\$1,989.50	\$1,789.50
<b>1/2 Page</b>	\$1,989.50	\$1,609.50	\$1,529.50
<b>1/3 Page</b>	\$1,279.50	\$1,219.50	\$1,149.50
<b>1/4 Page</b>	\$989.50	\$939.50	\$889.50
<b>1/6 Page</b>	\$769.50	\$729.50	\$689.50
<b>1/8 Page</b>	\$599.50	\$569.50	\$539.50

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

## DIRECT MAIL OPPORTUNITIES\*

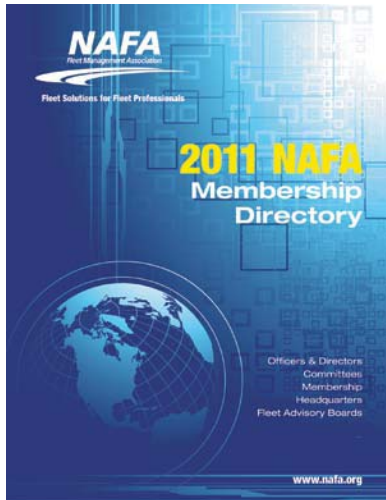
Advertise your products and services by including your direct mail piece in the clear plastic bag in which *FLEETSolutions* is mailed. Whether you are promoting an event, a new product, or your entire product line, placing a direct mail piece with the magazine will ensure tremendous exposure for your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

***DIGITIZE YOUR AD!*** In addition to the printed version, *FLEETSolutions* is digitally reproduced and is emailed to the membership and archived on NAFAs website. We can attach your direct mail piece to the digital publication, and animation capabilities are available for an additional fee.

	Print Distribution Only	Print & Digital Distribution
<b>1 Page/2 Surfaces</b>	\$2,179.50	\$2,329.50
<b>2 Pages/4 Surfaces</b>	\$2,729.50	\$2,929.50
<b>Postcard</b>	\$2,179.50	\$2,329.50

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

# IN PRINT AND ONLINE: **HIGHLIGHT YOUR COMPANY** IN NAFA'S MEMBER RESOURCES



## **NAFA MEMBERSHIP DIRECTORY**

Our “who’s who guide” stays on the desks of NAFA Members and Affiliates all year long. Our key networking tool puts recipients in touch with fellow Members, as well as the NAFA Affiliates that provide product and service solutions.

The directory includes a handy cross-reference of NAFA Members by name and by company. Affiliates are listed alphabetically 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.

Fleet managers save and use the directory throughout the year as an informational guide, networking resource, and purchasing tool. As an official publication of NAFA, members know they can confidently select the quality products and services featured within the pages of the directory.

## **ONLINE BUYER'S GUIDE**

[NAFA.officialbuyersguide.net](http://NAFA.officialbuyersguide.net)

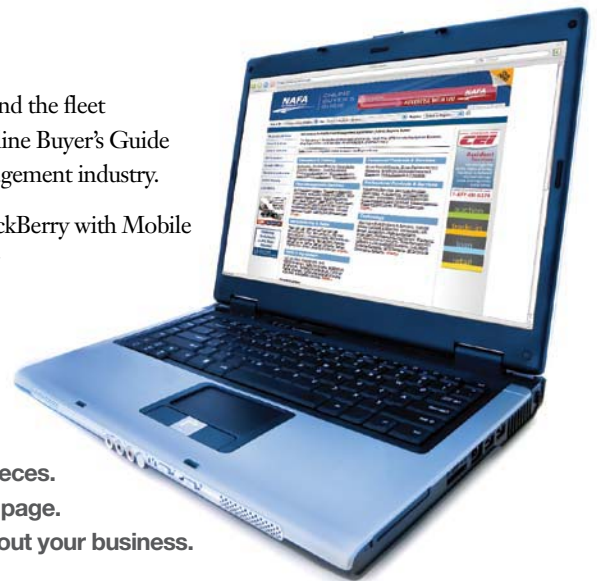
The Online Buyer's Guide is a user-friendly forum designed to bring producers and the fleet community together. Available 24 hours a day, 365 days a year, the interactive Online Buyer's Guide makes it easy to locate products and professional services geared to the fleet management industry.

**NEW!** The Online Buyers' Guide is now accessible on the iPad, iPhone and BlackBerry with Mobile Marketplace. This free app makes it easy to locate products and services from any location, at any time.

***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.
- Fleet professionals come to you when they are ready to buy.

With hyperlinks, multiple search capabilities, and rich search results, our Online Buyer's Guide is designed to bring customers to your site with a few clicks.



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

Visitors can get in touch with multiple vendors 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!**

# MEMBERSHIP DIRECTORY NET RATES

	Black-and-White	Full-Color
<b>Double Page Spread</b>	\$2,499.50	\$3,499.50
<b>Outside Back Cover</b>	\$2,079.50	\$3,079.50
<b>Inside Front or Inside Back Cover</b>	\$1,869.50	\$2,869.50
<b>Full Page</b>	\$1,429.50	\$2,429.50
<b>2/3 Page</b>	\$1,229.50	\$2,089.50
<b>1/2 Page</b>	\$909.50	\$1,539.50
<b>1/3 Page</b>	\$679.50	\$1,159.50
<b>1/4 Page</b>	\$529.50	\$899.50
<b>1/6 Page</b>	\$409.50	\$699.50
<b>1/8 Page</b>	\$319.50	\$539.50

Display ads and member listing enhancements tell **fleet decision-makers** about the product and service solutions your company provides.

Target **6 out of the 10** largest sustainable fleets.

**9 out of the 10** largest executive fleets have NAFA Members.

We reach **8 out of the 10** largest truck fleets.



## DIRECT MAIL OPPORTUNITIES\*

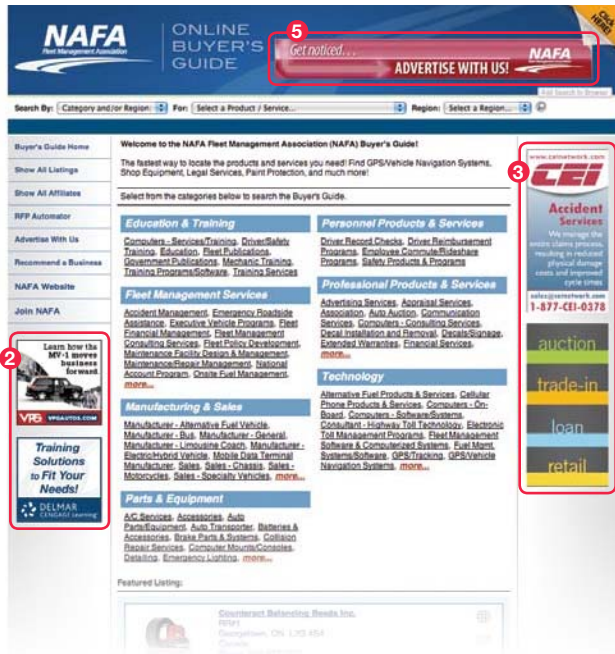
Advertise your products and services by including your direct mail piece in the clear plastic bag in which the *NAFA Membership Directory* is mailed. Whether you are promoting an event, a new product, or your entire product line, placing a direct mail piece with the directory will ensure tremendous exposure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

<b>1 Page/2 Surfaces</b>	\$2,179.50
<b>2 Pages/4 Surfaces</b>	\$2,729.50
<b>Postcard</b>	\$2,179.50

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

# ONLINE BUYER'S GUIDE DISPLAY ADVERTISING

NAFA.officialbuyersguide.net



All display advertisers receive a complimentary Premier Listing.

## 1 Page Peel (RUN-OF-SITE)

- EXCLUSIVE – only one advertiser in position
- With the move of a mouse, your company's message sweeps down over the site like a page out of a book

12 Months | \$5,250

## 2 Spotlight Tile Ad (RUN-OF-SITE)

- Only two spots available – NO ROTATION

12 Months | \$3,795

## 3 Vertical Banner (HOME PAGE)

- Maximum two advertisers rotating per position

12 Months | \$3,025

## 4 Vertical Banner (SUPER-CATEGORY)

- Two banners with one rotation per super category and in all related sub categories.

12 Months | \$2,160

## 5 Horizontal Banner (NATIONAL)

- Maximum seven advertisers rotating per position

12 Months | \$3,250

## 6 Horizontal Banner (REGIONAL)

- EXCLUSIVE – only one advertiser per region

12 Months | \$1,650

On average, the Online Buyer's Guide receives:

- More than 570 unique visitors per month
- 865 visits per month
- 2,900 page views per month
- Sessions lasting more than two and a half minutes

\*Traffic from 4/1/11-7/1/11



60% of traffic to the Online Buyer's Guide comes from direct or referring sources, meaning your message reaches a targeted audience of fleet professionals and purchasers.

# LISTINGS

## 7 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 | \$1,295

Category Sponsor #2 | \$1,195

Category Sponsor #3 | \$1,095

## 8 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; e-mail address; and up to five detailed contacts.
- Extended company profile and products and 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 | \$325

*Includes five (5) product/service category listings of your choice.*

*Additional category listings are \$50 each.*

## 9 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.

Upgrade | \$225



# NAFA WEBSITE ADVERTISING

## WWW.NAFA.ORG

One of the top Google search results for “fleet management”, the NAFA website is the gateway for Members, Affiliates, and non-members to access online information about the Association and the fleet industry.

Visitors log on to [www.nafa.org](http://www.nafa.org) to learn about upcoming Association events, discover ways to maximize their NAFA membership, access the Fleet Information Resource Center and read *FLEETSolutions* magazine and other NAFA publications.

### HOME PAGE

#### 1 Square Banner

12 Months | \$5,150

6 Months | \$3,125

3 Months | \$1,865

#### 2 Half Banner

12 Months | \$3,785

6 Months | \$2,270

3 Months | \$1,375



### RUN-OF-INTERIOR PAGES

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

#### 3 Horizontal Banner

Maximum four ads rotating per position.

12 Months | \$3,250

6 Months | \$1,950

3 Months | \$1,165

#### 4 Vertical Banner

Maximum three ads rotating in position.

12 Months | \$2,700

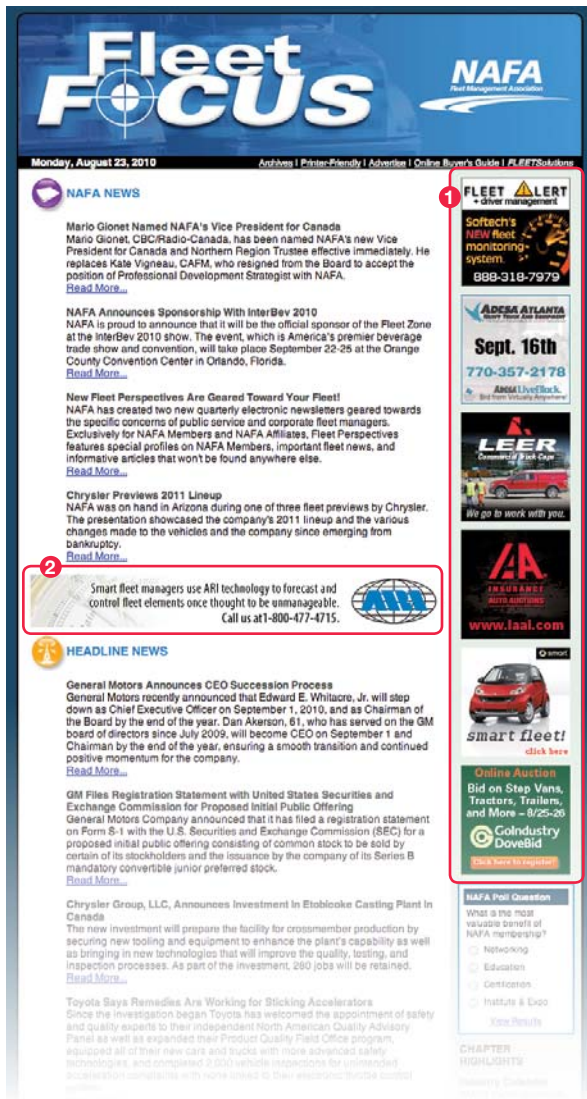
6 Months | \$1,650

3 Months | \$975



# Fleet FOCUS

## DISPLAY ADVERTISING



FleetFOCUS, NAFA's official eNewsletter, is e-mailed bi-weekly (24 times a year) to NAFA Members and Affiliates. *FleetFOCUS* 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.
- Change artwork monthly at no additional cost to promote time sensitive offers and events.
- Archives are accessible for unlimited online viewing.

### 1 Tile Ads

- Only six spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

12 Months | \$3,500

6 Months | \$2,500

3 Months | \$1,500

### 2 Horizontal Banners

- Only four spots available – NO ROTATION
- Located between popular sections of the eNewsletter

12 Months | \$6,000

6 Months | \$3,600

3 Months | \$2,400

### Regular features include:

NAFA News

Headline News

Spotlight on Legislation

Affiliate Forum

Remarketing Strategy

Environmental Update

Inside NAFA

NAFA Online Store

Career Corner

# NAFA 2012 Institute & Expo

APRIL 21-24, 2012  
SHOW DATES: APRIL 22-23, 2012  
AMERICA'S CENTER / ST. LOUIS, MISSOURI  
[www.nafaexpo.org](http://www.nafaexpo.org)

## REACH ATTENDEES AS THEY BUILD THEIR “MUST SEE” LIST OF EXHIBITORS

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!

### 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.



FLEETSolutions magazine and digital edition



NAFA I&E's Show Guide & Final Program  
print and digital editions



NAFA I&E's Websites  
[nafaexpo.org](http://nafaexpo.org) and  
[nafainstitute.org](http://nafainstitute.org)

### Before attendees arrive in St. Louis

- 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 e-mail to pre-registered attendees as well as NAFA Members two weeks before the show, and will also be posted on [www.nafaexpo.org](http://www.nafaexpo.org).
- The March/April 2012 edition of *FLEETSolutions* will be mailed and e-mailed to all NAFA members two weeks before the show and will also be posted on [www.nafaexpo.org](http://www.nafaexpo.org) and [www.nafainstitute.org](http://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 and beyond!
- The March/April 2012 edition of *FLEETSolutions* will be available on-site at the America's Center.

### 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*.

	Black-and-White	Full-Color
<b>Double Page Spread</b>	\$2,999.50	\$3,604.50
<b>Outside Back Cover</b>	n/a	\$2,769.50
<b>Inside Front or Inside Back Cover</b>	n/a	\$2,439.50
<b>Full Page</b>	\$1,299.50	\$1,999.50
<b>1/2 Page</b>	\$949.50	\$1,579.50
<b>1/4 Page</b>	\$549.50	\$919.50
<b>1/8 Page</b>	\$439.50	\$559.50

## 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 tremendous 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	Print & Digital Distribution
<b>1 Page/2 Surfaces</b>	\$1,729.50	\$1,879.50
<b>2 Pages/4 Surfaces</b>	\$2,159.50	\$2,359.50
<b>Postcard</b>	\$1,729.50	\$1,879.50

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



# SHOW GUIDE & FINAL PROGRAM DIGITAL EDITION

An interactive digital edition of the guide will be emailed out to attendees and the entire NAFA membership two weeks prior to the conference. Viewers can virtually flip through the pages, bookmark sections of interest, and click on ads to be redirected to your company's website. Ask about exclusive branding opportunities.

With the digital edition, readers can:

- View the *Show Guide & Final Program* exactly as it appears in print.
- Download the guide for offline viewing.
- Click on advertisements of interest to go directly to advertisers/ websites.



## BRANDING SOLUTIONS



### 1 eSponsorship | \$800 per issue

Your message will be prominently displayed directly across from the cover of the magazine. Animation, video, and sound capabilities bring your message to life.



### 2 eSkyscraper | \$800 per issue

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

### 3 eToolbar | \$650 per issue

Display your company name in the top-right corner of every page of the digital edition. Upon click, descriptive text about your company and a link to your website appear.

### Ad "Jolt" Upgrade | \$300 per ad

Transform your static, passive advertisement into an attention-grabbing, animated message.

# NAFA I&E WEBSITES

## NAFAexpo.org and NAFAinstitute.org

NAFA 2012 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. More than **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.

**Get double the exposure for one price!** All ads will be posted on both [www.nafaexpo.org](http://www.nafaexpo.org) and [www.nafainstitute.org](http://www.nafainstitute.org).



## RUN-OF-SITE

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

### 1 EXCLUSIVE Page Peel

6 Months | \$3,000

### 2 Rectangle

- One position
- Up to four ads rotating in position

6 Months | \$2,000

### 3 Banner

- One position
- Up to three ads rotating in position

6 Months | \$1,750

### 4 Half Banner

- Two positions
- Up to four ads rotating in position

6 Months | \$1,500

### 5 Micro Banner

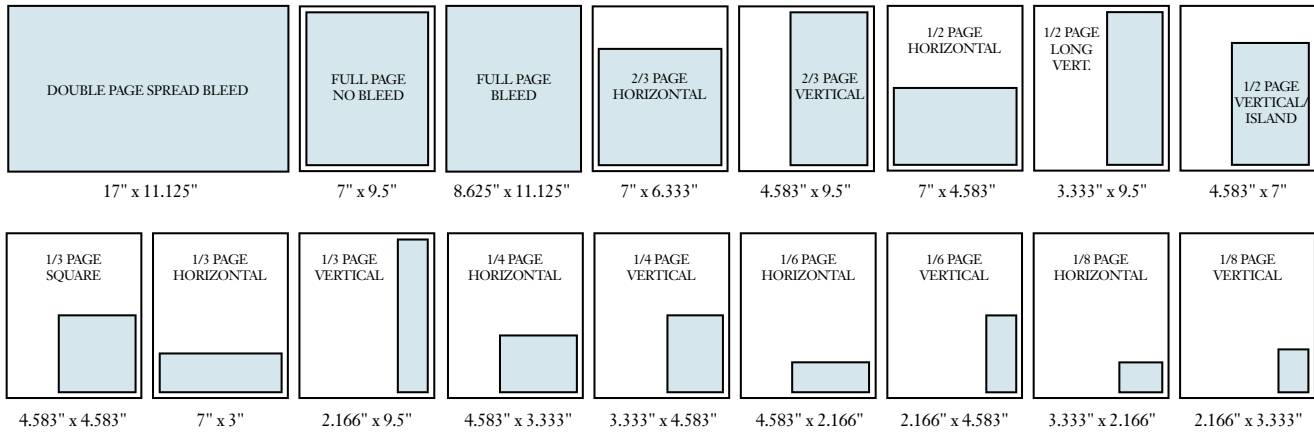
- Two positions
- Up to two ads rotating in position

6 Months | \$1,000

The screenshot shows the NAFA 2011 Institute & Expo website. The page features a navigation bar with links for Home, Attendees, Exhibitors, Sponsorship, Contact Us, and NAFA Home. The main content area includes a welcome message, event dates (April 9-12, 2011), and information about registration and exhibiting. Five advertising positions are highlighted with numbered callouts: 1. A blue page peel ad in the top right corner. 2. A green rectangle ad in the top left corner. 3. A yellow banner ad in the center of the page. 4. A green half banner ad in the top middle section. 5. A yellow micro banner ad in the bottom left corner.

# PRINT SPECIFICATIONS

## **FLEET**Solutions, MEMBERSHIP DIRECTORY AND SHOW GUIDE & FINAL PROGRAM



Trim Size: 8.375" x 10.875"

**NOTE:** Text placed outside the live area within any full-page or DPS ad may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5" • Full-Page Live Area: 7" x 9.5"

### **PRODUCTION SERVICES**

Naylor provides professional ad assembly and layout to non-agency clients at no charge to the client.

### **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](http://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%.

### **PROOFS**

Proofs of ads produced by Naylor are available upon request at a charge of \$50.

### **REVISIONS**

Revisions are rework for Naylor and are subject to a \$50 surcharge.

### **SHIPPING INSTRUCTIONS**

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

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

# ONLINE SPECIFICATIONS

For more information, visit <http://www.naylor.com/clientSupport-onlineGuidelines.asp>

## **FLEETSolutions AND SHOW GUIDE & FINAL PROGRAM DIGITAL EDITIONS**

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

### eSponsorship

- 550 x 480 pixels
- JPG, GIF, Flash/SWF, AVI, MPG, MOV, FLV or Real Player accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds (includes multiple loops)

### eSkyscraper

- 200 x 783 pixels
- JPG only (no animation)
- File size must be no greater than 100kb

### eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)
- File size must be no greater than 100kb

## **ONLINE BUYER'S GUIDE**

### Page Peel

- 75 x 75 pixels for small peel corner; opens to 500 x 500 pixels
- JPG only (no animation)

### Spotlight Tile

- 125 x 125 pixels
- JPG, GIF or Flash/SWF accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds (includes multiple loops)

### Vertical Banner

- 120 x 240 pixels
- JPG, GIF or Flash/SWF accepted

- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds (includes multiple loops)

### Horizontal Banner

- 468 x 60 pixels
- JPG, GIF or Flash/SWF accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds (includes multiple loops)

## **NAFA WEBSITE**

### Square Banner

- 250 x 250 pixels
- JPG, GIF or Flash/SWF accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds (includes multiple loops)

### Half Banner

- 234 x 60 pixels
- JPG, GIF or Flash/SWF accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds (includes multiple loops)

### Horizontal Banner

- 468 x 60 pixels
- JPG, GIF or Flash/SWF accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds (includes multiple loops)

### Vertical Banner

- 120 x 240 pixels
- JPG, GIF or Flash/SWF accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds (includes multiple loops)

## **NAFA I&E WEBSITES**

### Page Peel

- 75 x 75 pixels for small peel corner

- 500 x 500 pixels for full peel
- JPG only (no animation)

### Rectangle

- 180 x 150 pixels
- JPG, GIF or Flash/SWF accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds (includes multiple loops)

### Half Banner

- 234 x 60 pixels
- JPG, GIF or Flash/SWF accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds (includes multiple loops)

### Banner

- 438 x 60 pixels
- JPG, GIF or Flash/SWF accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds (includes multiple loops)

### Micro Banner

- 120 x 90 pixels
- JPG, GIF or Flash/SWF accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds (includes multiple loops)



### Horizontal Banner

- 468 x 60 pixels
- JPG only (no animation)
- File size must be no greater than 100kb

### Tile

- 125 x 125 pixels
- JPG only (no animation)
- File size must be no greater than 100kb