

NAFA FLEET MANAGEMENT ASSOCIATION

CORPORATE | GOVERNMENT | LAW ENFORCEMENT | UNIVERSITY | UTILITY

MEDIA KIT

CONNECT WITH MEMBERS OF THE WORLD'S
LARGEST FLEET MANAGEMENT ASSOCIATION.

FOR MORE INFORMATION, CONTACT:

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



WWW.NAFA.ORG

WHO WE ARE

FLEETMedia

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.



FLEET Solutions

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

TARGET AN ENGAGED PURCHASING AUDIENCE*

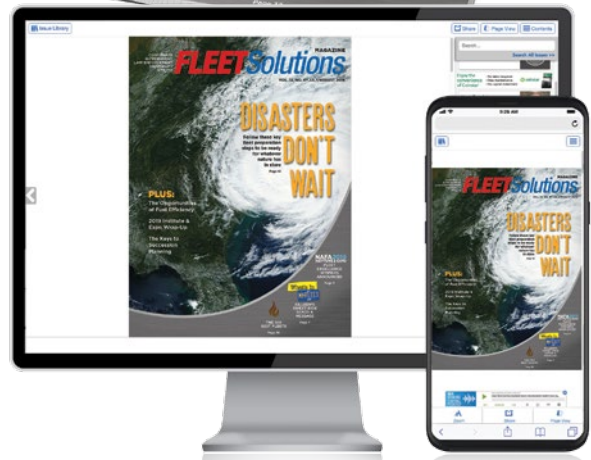


More than 4 out of 5 readers surveyed are involved in their organization's buying process and are responsible for specifying, recommending, and approving purchases.



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

2020 CONTENT PLAN*

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

Issue	Features & Editorial	Space Deadline	Artwork Deadline	Mails	Bonus Distribution
January/February	TECHNOLOGY - Data Ownership - Maintenance for Modern Fleets - When Tech Tech Challenges Old Biases - I&E Preview	November 7, 2019	November 12, 2019	December 2019	World of Concrete The Work Truck Show
March/April	NAFA Institute & Expo / Professional Development - Setting Your Best Example - Downloading Fleet Knowledge - Fleet vs. Procurement in 2020 - I&E Preview	January 15, 2020	January 17, 2020	February 2020	ISM NAFA Institute & Expo
May/June	FUELS AND EQUIPMENT - The Zero Emission Mandate - Recall Management - The Latest in Fleet Cards: Pros and Cons	March 19, 2020	March 23, 2020	May 2020	NYC Equipment & Vehicle Show
July/August	NAFA INSTITUTE & EXPO RECAP - I&E Recap - Creating Your Best Outsourcing Contract - Pooling/Sharing	May 14, 2020	May 19, 2020	June 2020	
September/October	SAFETY - Getting Your Boss to Abide by the Culture - The Books: How to Deal with Employees who Misrepresent Documentation - Creating a Brand-New Policy for Brand-New Problems	July 13, 2020	July 15, 2020	August 2020	
November/December	MAINTENANCE - Tomorrow's TCO - The Weight of ROI - Maintenance Myths: What's Real and What's been Debunked	September 24, 2020	September 28, 2020	November 2020	NAFA Southern Regional Conference Tri-State Chapter Ride and Drive

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.

FLEET Solutions

NET ADVERTISING RATES

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

Members receive a 10% discount.

Full Color	1x-2x	3x-5x	6x
Double Page Spread	\$4,179.50	\$3,969.50	\$3,759.50
Outside Back Cover	\$3,609.50	\$3,469.50	\$3,329.50
Inside Front or Inside Back Cover	\$3,279.50	\$3,139.50	\$2,999.50
Full Page	\$2,839.50	\$2,699.50	\$2,559.50
2/3 Page	\$2,449.50	\$2,329.50	\$2,199.50
1/2-Page Island	\$2,389.50	\$2,269.50	\$2,149.50
1/2 Page	\$2,109.50	\$1,999.50	\$1,899.50
1/3 Page	\$1,359.50	\$1,289.50	\$1,219.50
1/4 Page	\$1,049.50	\$999.50	\$939.50
1/6 Page	\$809.50	\$769.50	\$729.50
1/8 Page	\$639.50	\$609.50	\$579.50

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 *FLEET Solutions* 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
1 Page/2 Surfaces	\$2,399.50
2 Pages/4 Surfaces	\$2,999.50
Postcard	\$2,399.50

* 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.

FLEET Solutions

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.



Sponsorship Opportunities	1x	2x	3x	4x	5x	6x
Double Page Spread	\$4,599.50	\$4,369.50	\$4,139.50	\$3,909.50	\$3,679.50	\$3,219.50
Full Page	\$3,179.50	\$3,019.50	\$2,859.50	\$2,699.50	\$2,539.50	\$2,229.50

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!



Mobile & Desktop Responsive HTML Reading View



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 mobile banner appears after the 6th article.

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/online-specs

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

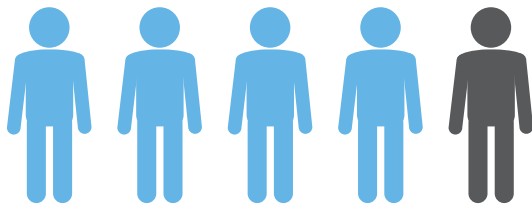
Additional TOC Mobile Banner | \$750

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

	Full-Color	Black-and-White
Double Page Spread	\$3,819.50	\$2,729.50
Outside Back Cover	\$3,299.50	\$2,239.50
Inside Front or Inside Back Cover	\$3,089.50	\$2,029.50
Full Page	\$2,649.50	\$1,549.50
2/3 Page	\$2,279.50	\$1,379.50
1/2 Page Island	\$2,069.50	\$1,349.50
1/2 Page	\$1,689.50	\$999.50
1/3 Page	\$1,269.50	\$739.50
1/4 Page	\$989.50	\$589.50
1/6 Page	\$759.50	\$439.50
1/8 Page	\$599.50	\$349.50

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!

	Print Only	Print & Digital
1 Page/2 Surfaces	\$2,469.50	\$2,629.50
2 Pages/4 Surfaces	\$3,089.50	\$3,299.50
Postcard	\$2,469.50	\$2,629.50

* 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.

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.



1 Digital Edition Sponsorship w/Toolbar

\$625 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

\$825 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

\$975 per issue

The Digital Edition leaderboard is seen prominently when viewers are looking at any page in the directory.

Ad "Jolt" Upgrade **\$325 per ad**

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

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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 2019, THE *ONLINE BUYER'S GUIDE* HAS RECEIVED:

- + Nearly 2,500 unique visitors
- + More than 20,700 pageviews
- + An average of more than seven pages viewed per visit

* Traffic from November 2018 - May 2019

ONLINE BUYER'S GUIDE

NAFA.OFFICIALBUYERSGUIDE.NET

1 MAXIMIZE YOUR INDUSTRY EXPOSURE Click to learn more!

2 GPS **SAVE MILLIONS IN FUEL, LABOR, & MAINTENANCE COSTS** LEARN MORE

Home | Advertiser With Us | How To Use | Add Search to Browser | NAFA Connection | FLEET Solutions | Join NAFA

I'm looking for... Search Advanced Search

4 **GPS** **GPS** **usbank** **VOYAGER** **Bank on us.** Learn more

3 **DEJANA** **Truck and Utility Equipment** **POPULAR SEARCHES** **accident management, decal installation and removal, anti-theft training, fleet financial management, fleet graphics installation & removal, fleet management consulting services, fleet management software & computerized systems, gps/tracking, maintenance/repair management, oil management programs, truck upfitting, van upfitting**

Can you afford to rely on driver discipline alone?

3 **PARS** **found that nearly 14% of vehicles scheduled from transport had open safety recalls** **www.parsinc.com**

ALL DISPLAY ADVERTISERS RECEIVE A COMPLIMENTARY PREMIER LISTING.

2 **chevin** **42 Orchard Rd Drive** **Sharon, MA 02745** **Phone: 508.339.7400** **Fax: 508.339.7400** **chevin.com**

2 **Bank on us.** **VOYAGER** **usbank** **Learn more**

100 Village Roadway, Suite 100
Hillsdale, NJ 07642
Ph: 908.727.0002 | Fax: 908.422.8004 | info@nafa.org
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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

CURTAIN AD EXPANDED

1 **Your customers are looking here.** **This ad space can help you reach hundreds of customers every week.** **There are great options available to maximize your exposure in this valuable industry resource. Don't let them miss your message.**

NAFA **ONLINE BUYER'S GUIDE**

GPS **SAVE MILLIONS IN FUEL, LABOR, & MAINTENANCE COSTS** **LEARN MORE**

Home | Advertiser With Us | How To Use | Add Search to Browser | NAFA Connection | FLEET Solutions | Join NAFA

I'm looking for... Search Advanced Search

FEATURED COMPANIES

usbank **VOYAGER**

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

5 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

6 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.

7 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.



NAFA WEBSITE ADVERTISING

WWW.NAFA.ORG

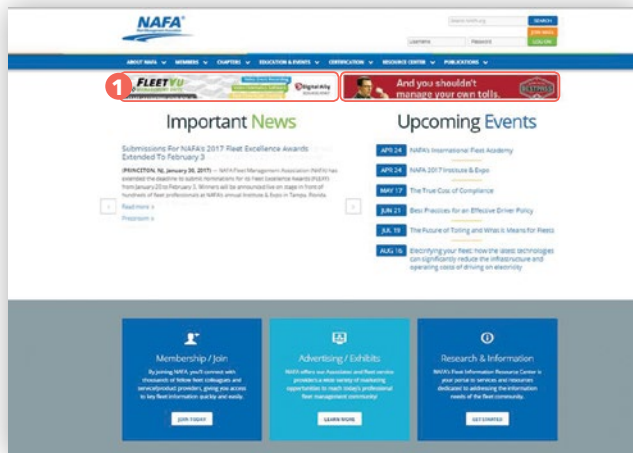
One of the top Google search results for "fleet management," the NAFA website is the gateway for Members and Affiliates to access online information about NAFA and the fleet industry.

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:

- + Nearly 363,000 pageviews per month
- + Nearly 6,150 unique visitors per month
- + Sessions lasting more than four minutes

**Traffic from November 2018 - May 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

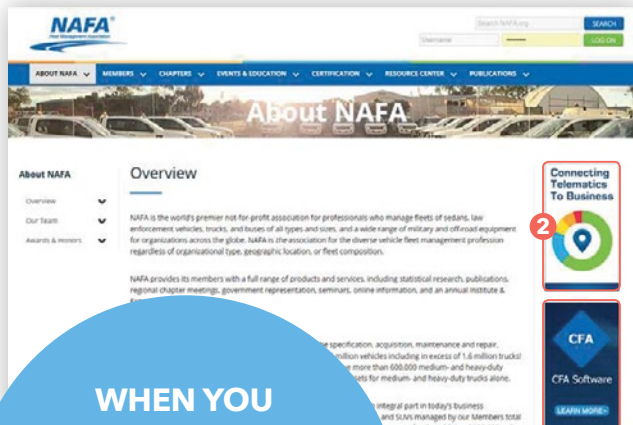
RUN-OF-INTERIOR PAGES

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

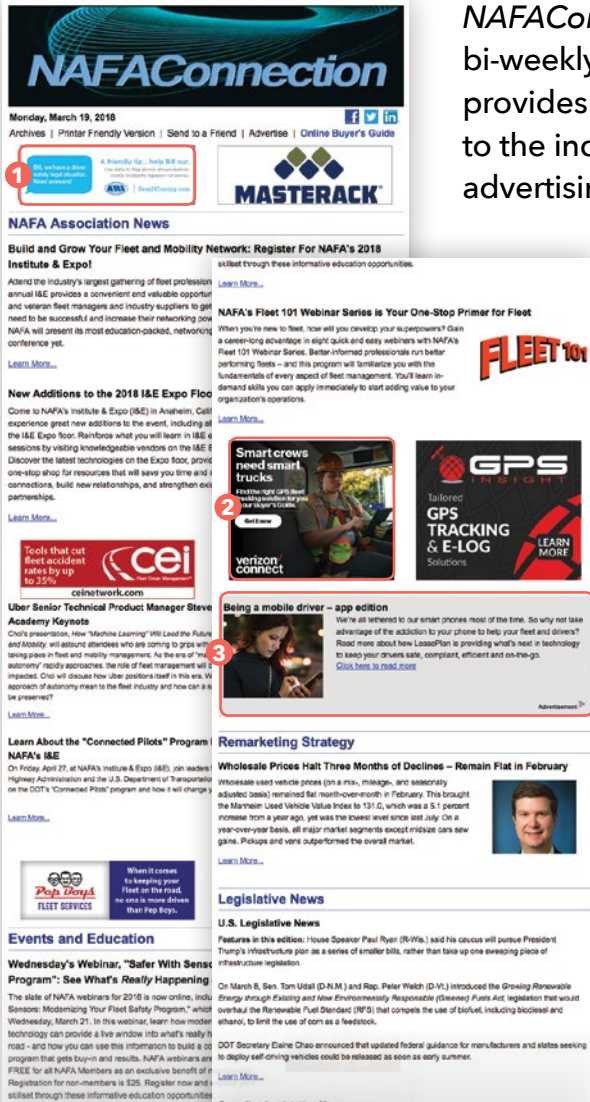


**WHEN YOU
ADVERTISE ON
NAFA.ORG, YOUR AD
DISPLAYS ACROSS ALL
NAFA WEBSITES AT NO
ADDITIONAL COST!**

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

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

REGULAR FEATURES INCLUDE:

- + NAFA Chapter News
- + Industry News
- + Legislative News
- + Technology
- + Remarketing Strategy
- + NAFA Association News
- + Sustainability
- + Employment Listings

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.

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.



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.

RUN-OF-SITE - 3 ROTATIONS EACH

A Rectangle

12 Months | \$3,700

- + 550 x 120 pixel rectangle - Home Page
- + 550 x 120 pixel rectangle - Sub Page

B Package 1

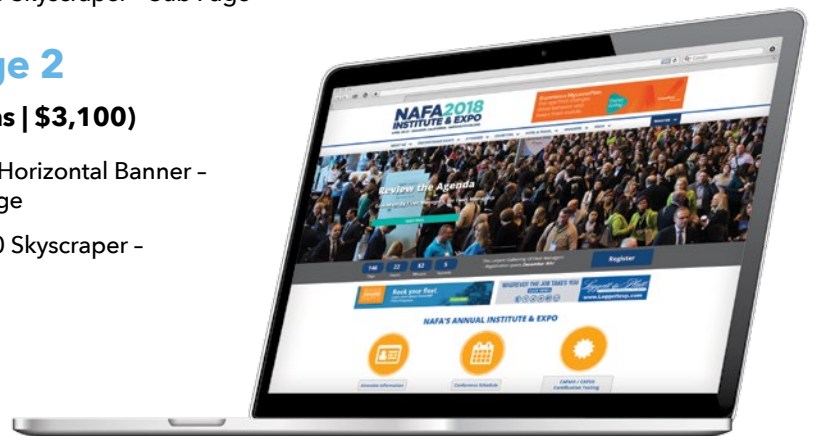
(12 Months | \$3,575)

- + 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



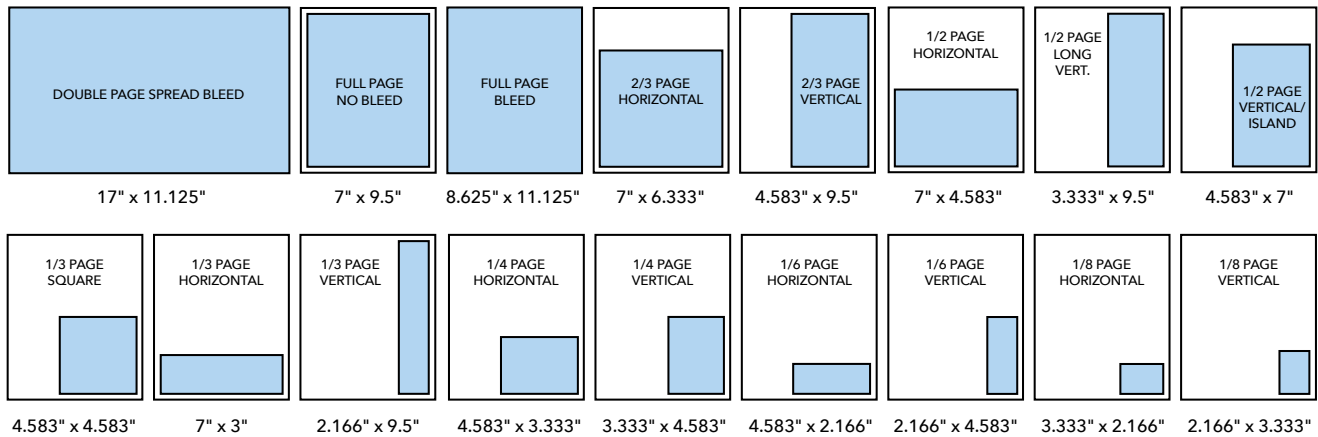
ON AVERAGE, THE NAFA I&E WEBSITE RECEIVES:

- + Nearly 5,000 visitors per month, over half of which are new visitors
- + Over 32,200 page views per month
- + Nearly four pages viewed per visit

**Traffic from November 2018 - May 2019*

PRINT SPECIFICATIONS

FLEETSolutions, 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"

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