

NAFA FLEET MANAGEMENT ASSOCIATION CORPORATE | GOVERNMENT | LAW ENFORCEMENT | UNIVERSITY | UTILITY **MEDIA BROCHURE**

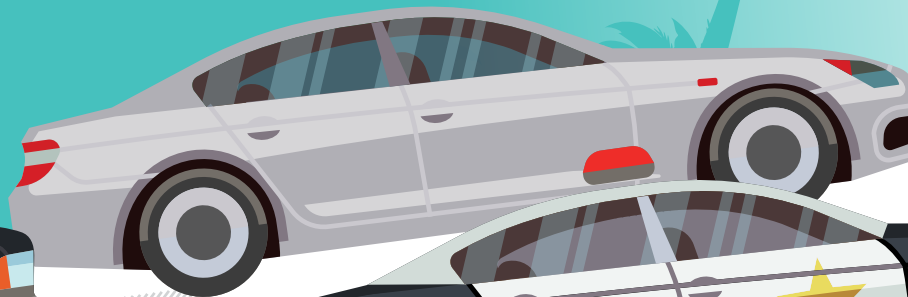
FLEETSolutions
**NAFA Membership Directory
& Resource Guide**

NAFAConnection
Online Buyer's Guide
NAFA Website

Institute & Expo eNewsletter
NAFA 2018 Institute & Expo

**NAFA Official Show
Guide & Final Program**

**NAFA Institute &
Expo Website**



FOR MORE INFORMATION, CONTACT:

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

NAFA[®]
Fleet Management Association

FLEETMedia

WWW.NAFA.ORG



WHO WE ARE



NAFA is the world's premier not-for-profit Association for professionals who manage fleets of **sedans, law enforcement 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 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 Fleet Managers, Presidents, Vice Presidents, Supervisors, 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.

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: 2015 Naylor Association Solutions NAFA Product Survey



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

"We have been reaching the people that we hoped to by exhibiting here. We have actually had the chance to talk face to-face with some of our prospects and set follow-up appointments with them to continue our conversations."

Rick Holland, Exhibitor
Electronic Funds Source
Nashville, TN

"We've been exhibiting for eight or nine years. The show is fantastic; I think it gets better and better every year. The quality of attendees is very, very good. We get to meet a lot of new people and we also get to see some of our customers. We've always had a lot of success here."

Edmund Roedr, Exhibitor
Agile FleetCommander
Chantilly, Virginia

"This is our first year exhibiting at NAFA I&E. We chose to exhibit this year because we hadn't been to a fleet tradeshow before and are trying to target people that have hybrid cars. We've been happy with our experience so far and have made some good contacts."

Paul Shelton, Exhibitor
DJS Fabrications
Menifee, CA

2018 CONTENT PLAN*

Issue	Features & Editorial	Space Deadline	Artwork Deadline	Mails	Bonus Distribution
January/February	DATA/TECHNOLGOY <ul style="list-style-type: none">- Risk Management – NAFA's 2017 Safety Survey- Risk Management – Data Protection is More Than Protecting the Car- Information Management – Explaining Mobility- Professional Development – 2018 I&E Advance Preview- Vehicle Fuel Management – Has EV Ended The Alternate Fuel Argument?	November 8, 2017	November 10, 2017	December 2017	World of Concrete The Work Truck Show
March/April	ASSET MANAGEMENT/MAINTEANCE <ul style="list-style-type: none">- I Business Management – ROI vs COI- Maintenance Management – Law Enforcement Fleet KPIs- Professional Development – 2018 I&E Preview- Asset Management – Equipping/Upfitting Your Vehicles Safely and Efficiently- Professional Development – Educating Fleet Managers On the Value of Fleet	January 16, 2018	January 17, 2018	March 2018	NAFA I&E
May/June	PLANNING and BUDGETING <ul style="list-style-type: none">- Financial Management – Prep For The Audit-Information Management – What Data Is Needed for Fleet Policies-Asset Management – Have Driver-Car Needed-Information Management – The Nuts And Bolts Of Implementing Telematics	March, 20, 2018	March 21, 2018	May 2018	TBD
July/August	ASSOCIATION FOCUS/PROFESSIONAL DEVELOPMENT <ul style="list-style-type: none">- Professional Development – The Moderator: Dealing With Staff Conflict Before Calling In H.R.- Professional Development – Moving From Corporate to Government- Professional Development – 2018 I&E Wrapup- Information Management – Is Green the New Gold?- Business Management – Change Management Implementation Concepts And Strategies	May, 7, 2018	May 9, 2018	June 2018	TBD
September/October	SAFETY <ul style="list-style-type: none">- Risk Management - Old Habits Die Hard- Risk Management - Understanding MVRs- Risk Management - Can Driver Safety Apps Decrease Your Crash Issues?- Vehicle Fuel Management - How the Various Laws of Physics Apply to Fleet	July 13, 2018	July 16, 2018	August 2018	TBD
November/December	ACQUISITION and DIVESTMENT <ul style="list-style-type: none">- Asset Management - NAFA's 2018 New Vehicle Acquisition Survey- Financial Management - Predictive Analytics for Optimizing Vehicle Replacement Decisions- Asset Management - Be a Good Buyer- Asset Management - NAFA's 2018 Vehicle Auction Survey	September 13, 2018	September 17, 2018	October 2018	TBD

IN EVERY ISSUE:

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

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

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 email, and each new issue is posted to NAFA's website. A full archive of past issues is available 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.



1 Digital Edition Sponsorship w/ Toolbar

\$600 per issue

Your message will be prominently displayed directly across from the cover of the magazine. Display your company name in the top-right corner of every page of the digital edition.

2 Digital Edition Skyscraper

\$800 per issue

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

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.



FLEETSolutions

NET ADVERTISING RATES

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

Full Color	1-2x	3-5x	6x
Double Page Spread	\$4,059.50	\$3,859.50	\$3,649.50
Outside Back Cover	\$3,529.50	\$3,389.50	\$3,249.50
Inside Front or Inside Back Cover	\$3,199.50	\$3,059.50	\$2,919.50
Full Page	\$2,759.50	\$2,619.50	\$2,479.50
2/3 Page	\$2,379.50	\$2,259.50	\$2,139.50
1/2-Page Island	\$2,319.50	\$2,199.50	\$2,089.50
1/2 Page	\$2,049.50	\$1,949.50	\$1,839.50
1/3 Page	\$1,319.50	\$1,249.50	\$1,189.50
1/4 Page	\$1,019.50	\$969.50	\$919.50
1/6 Page	\$789.50	\$749.50	\$709.50
1/8 Page	\$619.50	\$589.50	\$559.50

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 NAFA's 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
1 Page/2 Surfaces	\$2,399.50	\$2,549.50
2 Pages/4 Surfaces	\$2,999.50	\$3,309.50
Postcard	\$2,399.50	\$2,549.50

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

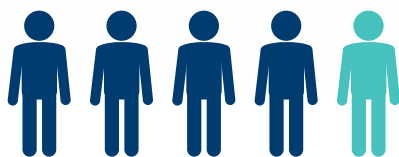
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing-ready.

MEMBERSHIP DIRECTORY & RESOURCE GUIDE

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	\$3,599.50	\$2,569.50
Outside Back Cover	\$3,149.50	\$2,139.50
Inside Front or Inside Back Cover	\$2,939.50	\$1,929.50
Full Page	\$2,499.50	\$1,469.50
2/3 Page	\$2,149.50	\$1,269.50
1/2 Page Island	\$1,949.50	\$1,299.50
1/2 Page	\$1,589.50	\$939.50
1/3 Page	\$1,189.50	\$699.50
1/4 Page	\$929.50	\$549.50
1/6 Page	\$719.50	\$419.50
1/8 Page	\$559.50	\$329.50

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	\$2,399.50	\$2,549.50
2 Pages/4 Surfaces	\$2,999.50	\$3,199.50
Postcard	\$2,399.50	\$2,549.50

* 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

\$600 per issue

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

2 Digital Edition Skyscraper

\$800 per issue

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

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 2017, the *Online Buyer's Guide* received:

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

**Traffic from Dec 2016-June 2017*

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

3 Can you afford to rely on driver discipline alone?

4 Bank on us.

All display advertisers receive a complimentary Premier Listing.

1 Curtain Ad (Run-of-Site)

- **EXCLUSIVE** – only one advertiser in position
- Showcase your company at the top of every page
- Viewers click and expand the ad to view your full message

12 Months | \$3,000

2 Banner Package (2 Run-of-Site Positions)

- 8 Advertisers rotate through leaderboard and rectangle positions.

12 Months | \$4,300

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 | \$1,900

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

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 | \$1,450

Category Sponsor #2 | \$1,340

Category Sponsor #3 | \$1,230

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 | \$600

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.

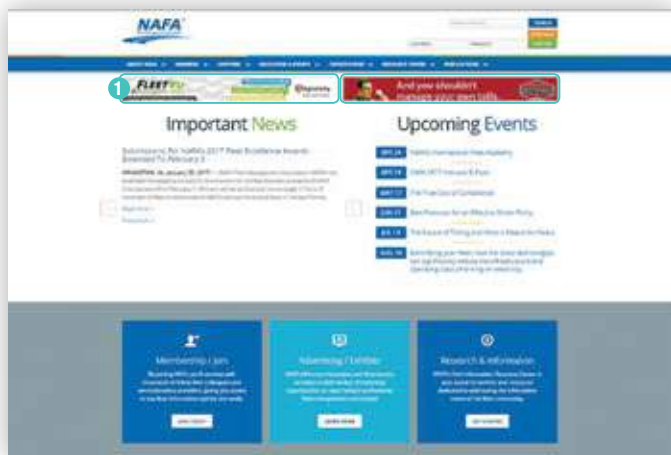
Visitors log on to **nafa.org** to learn about upcoming events, discover ways to maximize their NAFA membership, access the Resource Center, and read *FLEETSolutions* magazine and other NAFA publications.

On average, NAFA.org receives:

- More than 46,000 pageviews per month
- More than 9,000 unique visitors per month
- More than three pages viewed per visit

**Traffic from September 2016-March 2017*

NAFA.org has recently been redesigned!

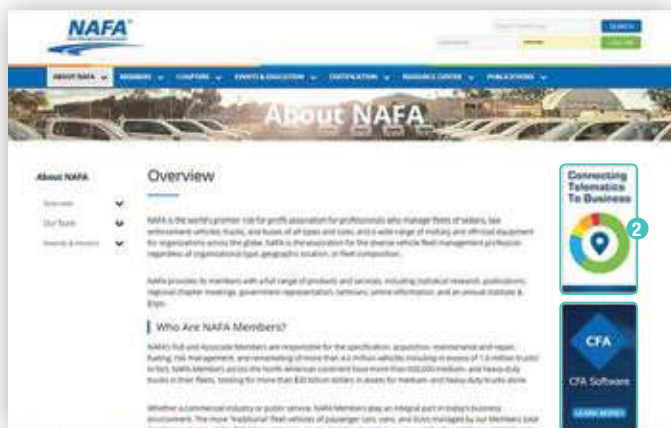


HOME PAGE

1 Leaderboard (550 x 60 pixels)

Two positions with 3 rotations each.

12 Months | \$4,725



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 | \$3,150

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 | \$6,720

Row 2 & 3 - 12 Months | \$6,065

Row 4 - 12 Months | \$5,460

2 Rectangles (300 x 250 pixels)

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

12 Months | \$5,515

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 | \$4,960

REGULAR FEATURES INCLUDE:

NAFA Chapter News	Remarketing Strategy
Industry News	NAFA Association News
Legislative News	Sustainability
Technology	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.

INSTITUTE & EXPO eNEWSLETTER

DISPLAY ADVERTISING

Promote your brand alongside the NAFA Institute & Expo with our *Institute & Expo* eNewsletter! More than 10,000 industry decision-makers including attendees, members, and potential members will receive issues before, during, and after the event. Issues will go out once per week before the show, once per day during, and a recap issue will be sent after the show concludes. **Only six positions are available** and will be reserved on a first-come, first-served basis. Don't miss your chance to be a part of the 2017 *Institute & Expo* eNewsletter.

1 Rectangles (300 x 250 pixels)

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

Rate: \$2,500



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 2018 INSTITUTE & EXPO

APRIL 24-27 | ANAHEIM, CALIFORNIA | NAFAEXPO.ORG

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 ANAHEIM

- 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 2018 edition of *FLEETSolutions* will be mailed and emailed to all NAFA Members two weeks before the show and will also be posted on www.nafa.org and www.nafainstitute.org.

DURING THE INSTITUTE & EXPO

- Because the *Show Guide & Final Program* contains important show information, floor plans, and a schedule of events, it will be in the hands of attendees for the duration of the show!
- The March/April 2018 edition of *FLEETSolutions* will be available on-site.
- The *Institute & Expo* eNewsletter lets you promote your company to 9,000 industry decision-makers including attendees, members, and potential members before, during, and after the event.

AFTER THE SHOW IS OVER

- Attendees make notes in the *Show Guide & Final Program* and keep their copy after I&E in order to follow up with exhibitors. Your advertising investment is sure to extend beyond the show!

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.



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



FLEETSolutions magazine and digital edition



NAFA I&E website: nafainstitute.org



Institute & Expo eNewsletter

*2017 I&E Program cover art is not final.

NAFA 2018 INSTITUTE & EXPO

APRIL 24-27 | ANAHEIM, CALIFORNIA | NAFAEXPO.ORG

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*.

	Full-Color	Black-and-White
Double Page Spread	\$3,719.50	\$3,089.50
Outside Back Cover	\$2,829.50	n/a
Inside Front or Inside Back Cover	\$2,499.50	n/a
Full Page	\$2,059.50	\$1,339.50
1/2 Page	\$1,629.50	\$979.50
1/4 Page	\$949.50	\$569.50
1/8 Page	\$579.50	\$449.50

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 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.

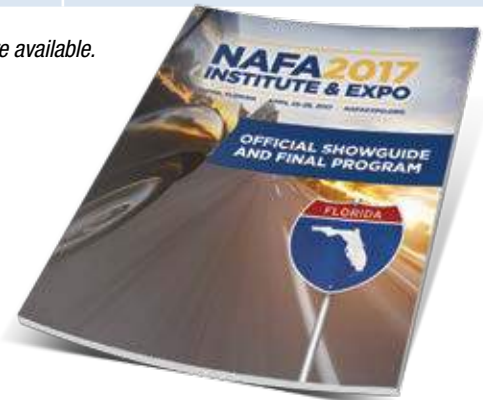
	Print Distribution Only	Print & Digital Distribution
1 Page/2 Surfaces	\$1,829.50	\$1,979.50
2 Pages/4 Surfaces	\$2,289.50	\$2,589.50
Postcard	\$1,829.50	\$1,979.50

* 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.

*2017 I&E Program cover art is not final.



SHOW GUIDE & FINAL PROGRAM*

DIGITAL EDITION

An interactive digital edition of the guide will be emailed 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.



1 Digital Edition Sponsorship w/Toolbar

\$600 per issue

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

2 Digital Edition Skyscraper

\$800 per issue

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

3 Digital Belly Band

\$600 per issue

Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members

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.

**2017 I&E Program cover art is not final.*

NAFA I&E WEBSITE

NAFAinstitute.org

NAFA Institute & Expo is the industry's largest gathering of fleet managers.

Your presence on the official event websites positions you in front of potential new customers in the months leading up to the show. **Four out of five** attendees have purchasing power.

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



RUN-OF-SITE

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

A Rectangle (12 Months | \$3,600)

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

B Package 1 (12 Months | \$3,400)

- 550 x 90 Horizontal Banner – Home Page
- 160 x 640 Skyscraper – Sub Page

C Package 2 (12 Months | \$3,000)

- 550 x 90 Horizontal Banner – Home Page
- 160 x 640 Skyscraper – Sub Page

On average, the NAFA I&E Website receives:

- More than 4,000 visitors per month, over half of which are new visitors
- Nearly 12,500 page views per month
- An average of three pages viewed per visit

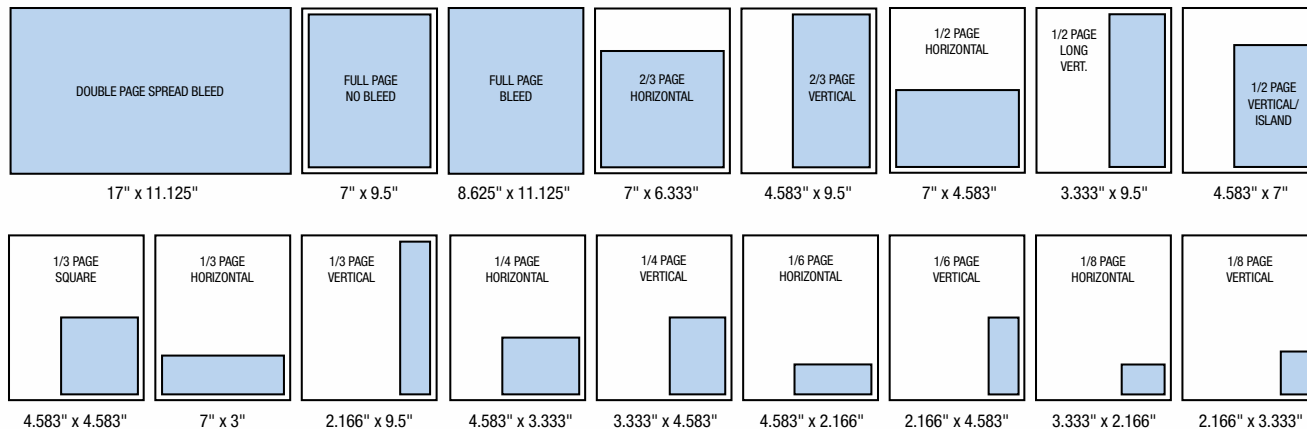
**Traffic from September 2016-March 2017*



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

***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"

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

FLEETSolutions

DIGITAL EDITION AND SHOW GUIDE & FINAL PROGRAM DIGITAL EDITION

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

Digital Edition Sponsorship

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

Digital Edition Skyscraper

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

Large Digital Edition Toolbar

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

ONLINE BUYER'S GUIDE

Curtain Ad

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

Leaderboard

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

Rectangle

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

Featured Companies (Logo & Text)

- Text: 40 words max
- Logo (Horizontal): 120 x 60 pixels
- Logo (Vertical): 120 x 120 pixels
- Creative accepted: JPG

NAFA I&E WEBSITE

Horizontal Banner

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

Large Rectangle

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

Skyscraper

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

Institute & Expo eNewsletter

Rectangle

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

Tile

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

NAFAConnection eNewsletter

Custom Rectangles

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

Large Rectangles

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

Sponsored Content

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

NAFA WEBSITE

Leaderboard

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

Vertical Banner

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

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

REACH NAFA MEMBERS YEAR-ROUND, SAVE MORE.



MEDIA PACKAGES	<i>FLEETSolutions Magazine</i>	NAFA web site www.nafa.org	<i>Online Buyer's Guide</i> nafa.officialbuyersguide.net	<i>Official Show Guide & Final Program*</i>	<i>NAFA Connection eNewsletter</i>
Platinum Package \$18,500 Over \$6,000 in savings!	<ul style="list-style-type: none"> • Full-page, full-color ad in 3 issues <div data-bbox="747 675 850 802">3x</div>	<ul style="list-style-type: none"> • Square Banner (250 x 250 pixels) on Homepage for 12 months 	<ul style="list-style-type: none"> • Banner Package and Premier Listing for 12 months 	<ul style="list-style-type: none"> • Full-page, full-color ad • Full-color logo with 100-word profile listing next to your company name 	<ul style="list-style-type: none"> • Rectangle Ad (300 x 250 pixels) for 12 months
Diamond Package \$15,000 Over \$3,500 in savings!	<ul style="list-style-type: none"> • Full-page, full-color ad in 2 issues <div data-bbox="747 846 850 972">2x</div>	<ul style="list-style-type: none"> • Half Banner (234 x 60 pixels) on Homepage for 12 months 	<ul style="list-style-type: none"> • Banner Package and Premier Listing for 12 months 	<ul style="list-style-type: none"> • ½-page, full-color ad • Full-color logo with 100-word profile listing next to your company name 	
Gold Package \$10,000 Over \$2,500 in savings!	<ul style="list-style-type: none"> • Full-page, full-color ad in 2 issues <div data-bbox="747 1016 850 1143">2x</div>	<ul style="list-style-type: none"> • Vertical Banner (120 x 240 pixels) Run of Interior for 12 months 	<ul style="list-style-type: none"> • Leaderboard Banner Package and Premier Listing for 12 months 		
Silver Package \$7,500 Over \$1,500 in savings!	<ul style="list-style-type: none"> • ½-page, full-color ad in 2 issues <div data-bbox="747 1170 850 1297">2x</div>	<ul style="list-style-type: none"> • Horizontal Banner (468 x 60 pixels) Run of Interior for 12 months 	<ul style="list-style-type: none"> • Featured Company Position and Premier Listing for 12 months 		
Bronze Package \$5,000 Over \$800 in savings!	<ul style="list-style-type: none"> • ¼-page, full-color ad in 2 issues <div data-bbox="747 1325 850 1451">2x</div>	<ul style="list-style-type: none"> • Vertical Banner (120 x 240 pixels) Run of Interior for 12 months 	<ul style="list-style-type: none"> • Featured Company Position and Premier Listing for 12 months 		

FLEET Solutions MAGAZINE

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	1-2x	3-5x	6x
Double Page Spread	\$4,469.50	\$4,249.50	\$4,019.50
Full Page	\$3,089.50	\$2,939.50	\$2,779.50

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.

