

Understand
Inform
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FleetEurope.com



▶ WEBSITE
NEWSLETTER
E-MAGAZINE

▶ WWW.FLEETEUPROE.COM

The unique portal for International Fleet Managers



▶ ADVERTISING RATES 2010

		HOMEPAGE	NEWS AND TOOLS	OTHER PAGES
Banner	1 month	2 200 EUR	1 650 EUR	1 100 EUR
Skyscraper	1 month	2 200 EUR	1 650 EUR	1 100 EUR
Square	1 month	2 650 EUR	1 990 EUR	1 325 EUR
1/2 Square	1 month	1 460 EUR	1 050 EUR	730 EUR
Button	1 month	860 EUR	645 EUR	430 EUR

Tailor-made WEB solutions are available on request (take over, splash page, expand banner, vidéos, etc.)
Rates excl. Production costs. Video production from 1.500 EUR on (excluding travel costs).

TECHNICAL DETAILS

Material delivery: one week before publication to the attention of plavergne@mmm.be

Format: only files in .gif , .jpeg or .swf (flash+html)

TERMS AND CONDITIONS: Our general terms and conditions of sale are available on www.fleeteurope.com/advertising.

CANCELLATION: Minimum 3 weeks before publication. The right to cancel an order or a request for an insertion automatically entails payment of 50 % of the total amount due on this order or request.

▶ STATISTICS

■ Unique visitors per year	29 858
■ Most visited pages	1 Directory 2 E-magazine 3 News

Source : Google Analytics - August 2009

▶ CONTACTS

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All info on our prices are compiled on the website www.fleeteurope.com/advertising

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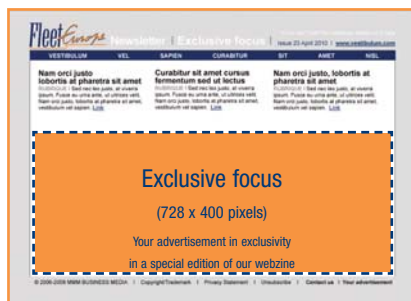
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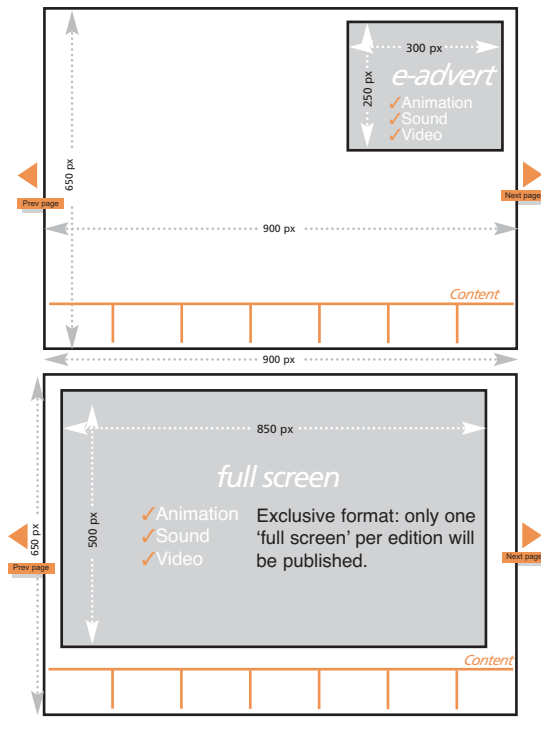
WEBSITE

- ▶ NEWSLETTER
- ▶ E-MAGAZINE

The e-Marketing tool reaching International Fleet Managers



The innovative and efficient communication tool for suppliers



▶ ADVERTISING RATES 2010

NEWSLETTER

Banner	2 040 EUR
Square	2 460 EUR
Exclusive focus	5 100 EUR

E-MAGAZINE

E-advert	5 000 EUR
Full Screen	8 000 EUR

TECHNICAL DETAILS

NEWSLETTER

- Material format: .gif, .jpeg
- Material to be delivered one week before publication to the attention of plavergne@mmm.be

E-MAGAZINE

- Type of file: Flash
- Items to be supplied: file .swf, .fla (source file + fonts)
- Clickable area / Mask / White ground: over the whole area
- Speed: 10-15 frames per second
- Links: supply the link to be included

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▶ CALENDAR

■ Newsletter:

18/01/10 - 22/02/10 - 15/03/10 - 19/04/10 - 17/05/10 - 14/06/10
12/07/10 - 16/08/10 - 13/09/10 - 18/10/10 - 15/11/10 - 13/12/10

■ Exclusive newsletter:

on demand

■ E-Magazine:

FOCUS	RESERVATION	MATERIAL	SENDING OUT
Geneva Motor Show	15/03/10	17/02/10	31/03/10
Paris Motor Show	13/09/10	15/09/10	27/09/10
Fleet Europe Events	02/12/10	06/12/10	16/12/10

▶ STATISTICS

■ 9 313 Subscribers

Source : Google Analytics - August 2009