

Business Fleet Editorial Calendar

Month	Topic	Ad Close	Material Deadline
January/February	<ul style="list-style-type: none"> Understanding Disqualifying Criteria for Drivers Sedans, Crossovers, SUVs: an Operating Cost Analysis 	12/12/19	12/17/19
March/April	<ul style="list-style-type: none"> Ways to Improve Cargo Van MPG Is Your Truck Body Rightsized for Your Application? 	2/12/20	2/18/20
May/June	<ul style="list-style-type: none"> Identifying the Low-Hanging Fruit in Reducing Fleet Budgets Fleet Mechanics Tell All – and How it’s Help Your Fleet Maintenance 	4/16/20	4/21/20
July/August	<ul style="list-style-type: none"> Telematics: 5 Overlooked, but Crucial Data Points Hiring Drivers: Contract vs. Payroll 	6/16/20	6/19/20
September/October	<ul style="list-style-type: none"> Spec’ing Work Trucks: Diesel or Gas? Creative Ways to Increase Utilization of Fleet Vehicles 	8/17/20	8/20/20
November/December	<ul style="list-style-type: none"> Understanding ADAS (Advanced Driver Assistance Systems) for Fleet Safety Best Practice for Managing a Serious Fleet Crash 	10/16/20	10/21/20



FREQUENCY: 6 times per year
Editorial Focus: To educate the target audience on more economical and efficient ways of operating small fleets, and inform the audience of the latest vehicles, products, and services available to small companies. Business Fleet covers the universe of the U.S. fleets of 10-50 vehicles.

Sequential Liability
 Publisher holds advertiser and/or advertising agency jointly and severally liable for payment due to publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order.

2020 Print Rates

	12X Rate	6X Rate	1X Rate
1 Page	\$15,900	\$16,310	\$16,530
½ page horizontal	\$9,510	\$9,900	\$10,260
1/3 page	\$8,140	\$8,290	\$8,370
¼ page	\$6,970	\$7,090	\$7,190