

FLEET INSIGHT

Advertising Guidelines

The Automotive Fleet and Leasing Association Newsletter provides sponsors with a valuable opportunity to connect directly with professionals across the fleet management, leasing, mobility, risk management, remarketing, finance, technology, and automotive services industries. Advertising content should provide meaningful educational value to members while highlighting innovative products, services, and solutions that support the evolving fleet and leasing industry.

Advertising Requirements

Each newsletter submission must include the following components. *No more than two advertising companies will be published per issue. Advertisers are permitted for up to four banner ads per year, one ad per quarter.* In addition to the advertisement, companies must submit an informational article designed to educate AFLA members on industry challenges, solutions, and best practices.

Article Content Expectations

Articles should focus on educational insights that support fleet managers and AFLA members in their business.

- Emerging industry trends, innovations, or operational insights
- How the company's solutions help fleet professionals improve efficiency, safety, compliance, sustainability, cost management, driver experience, or operational performance
- Practical applications, case studies, or strategies relevant to AFLA members and their organizations
- Recommended length: 200-300 words and may include one banner ad
- Content should emphasize thought leadership and member value rather than direct sales promotion.

Editorial Standards

AFLA reserves the right to: Edit submissions for grammar and clarity; request revisions to ensure content aligns with the educational mission and professional standards; decline content that is overly promotional, unrelated to member interests, or inconsistent with AFLA values and change the publishing date to a future newsletter for editorial purposes.

2. Banner Advertisement

Sponsors may provide one (1) banner advertisement for placement in the newsletter above the article.

- High-resolution banner ad
- Ad dimensions (468 px X 120 px)

Submission Requirements & Deadlines

To ensure inclusion in the scheduled newsletter issue, sponsors must submit all materials by the designated production deadline. Required materials include:

- Informational article in Word format
- Banner advertisement file
- **DEADLINE FOR RECEIPT OF SUBMISSION: By the 15th of the month of publication**

Ad Rate

The one-time rate for advertising is \$1,000. AFLA will invoice for the payment, which must be received prior to the deadline of the 15th of every month.

Contact:

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Automotive Fleet and Leasing Association

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