

FleetOwner®

FLEET OWNER EQUIPMENT WEEKLY

NEW PRODUCT AND SERVICE NEWS FOR THE TRUCKING INDUSTRY

Fleet Owner Equipment Weekly is a regular e-newsletter written for fleet managers and executives at private and for-hire commercial businesses. The title covers the latest product offerings and technologies from some of the leading companies serving commercial fleets, following trends shaping the industry and offering insights on new products and services that could help fleet owners and managers run their operations more efficiently and profitably.

1 580x80 AD UNIT

Ad Type	Size	Text	Media Format	File Size	Rates
Leaderboard	580 x 80	N/A	GIF, JPEG	15K max, no Flash files	\$3,295 net/mo

2 180x150 AD UNIT WITH TEXT-AD

Ad Type	Size	Text	Media Format	File Size	Rates
Text Ad Plus Banner	180 x 150	50 words	GIF, JPEG Text & linking URL to website	25K max, no Flash files	\$2,695 net/mo

3 300x250 AD UNIT

Ad Type	Size	Text	Media Format	File Size	Rates
Boombbox	300 x 250	50 words	GIF, JPEG	N/A	\$3,195 net/mo

4 50-WORD TEXT AD


Ad Type	Size	Text	Media Format	File Size	Rates
Text Ad	N/A	50 words	Text & linking URL to website	N/A	\$1,995 net/mo

CANCELLATIONS: All cancellations must be made 45 days prior to the start of date of any advertisement.

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EQUIPMENT WEEKLY

NOVEMBER 28, 2018



Engine oil's low-hanging fruit savings


By Aaron Marsh
A typical truck driver might be spending two or three times more on coffee than it costs for the oil a heavy truck needs. But oil choice can have an impact: if it works for your equipment, a lower viscosity oil could pay for itself and even deliver returns based on fuel economy improvement alone.
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Net-zero carbon emissions in transportation possible by mid-century: report

Fleet Owner Staff
Reaching net-zero carbon emissions from heavy industry and heavy-duty transport sectors is technically and financially possible by 2060 and earlier in developed economies at a cost less than 0.5% of global GDP, according to the report published Monday by the Energy Transitions Commission (ETC).
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[Shifting Gears Blog, Aaron Marsh](#)

Ceres knows fuels and lubricants. Their experts understand the impact that the proper use of these products on today's diesel engines can have on your fleet. Learn from these experts in their blog, Shifting Gears, in partnership with Fleet Owner. [Start reading!](#)

SHIFTING GEARS BLOG



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Historic trip for U.S. Capitol tree, Kenworth W990

Aaron Marsh
Every year it's different, and this year was special. The Capitol Christmas Tree made its way east from Oregon's Willamette Valley to its appearance last week in Independence, MO, on a reverse route marking the Oregon Trail—it's 175 years since 1,000 settlers in wagons headed west in the Great Migration of 1843.
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