

FleetOwner®

Fleet Owner's Top 5 Stories of the Week newsletter is emailed every Friday morning to owners and executives of private and for-hire trucking operations.

This newsletter puts front and center the most highly read news stories written by the award winning editors of Fleet Owner and posted on www.fleetowner.com over the previous seven days.

Along with the five most highly read stories, the newsletter also highlights the most viewed photo gallery posted by a Fleet Owner editor during the same time frame.

The Top 5 Stories of the Week is made to keep our fleet-management audience aware of and informed about all the most important developments in trucking— from what's new in government regulations and equipment choices to how to better manage such issues as the driver shortage and the need to control every type of operating cost.

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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TOP 5 STORIES

NOV/DECEMBER 23, 2018

1.

For transportation economist Noël Perry, [the debate over the future of autonomous truck technology has already ended](#). "It is an unstoppable force, no less unstoppable than the car killing the trolley car," said Perry, who heads up consulting firm Transport Futures.
[Read More](#)
2.


Truck idling is one of the most common targets for [cost reduction among fleets today](#). It burns fuel, racks up runtime and maintenance needs for engines, and produces harmful emissions—all of which could potentially be avoided, saving money and helping the environment at the same time.
[Read More](#)
3.

After a six-month trial using renewable diesel in heavy trucks this past summer, the New York City Dept. of Citywide Administrative Services (DCAS) is planning a long-term purchasing contract for much more of the fuel as [the city moves to phase out petroleum-based diesel in its fleet vehicles](#).
[Read More](#)
4.

The national average [spot refrigerated freight rate increased for the third straight week](#) as grocers stock shelves ahead of the Thanksgiving holiday, said DIAT Solutions, which operates the DIAT network of load boards.
[Read More](#)
5.

Drivers with [sleep apnea are five times more likely to be involved in a crash](#), and the total cost of collisions related to apnea is estimated at \$15.9 billion a year, according to research from the National Safety Council.
[Read More](#)

Featured Gallery



Every year it's different, and this year is special. [The Capitol Christmas Tree made its way east in a new Kenworth W990](#) from Oregon's Willamette Valley to its appearance this 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.
[Read More](#)