# Driverless Transportation Media Kit

Spring 2016



**Driverless Transportation** 

Weekly Mile Marker e-letter has about 5,000 subscribers:

- > 90% Auto/Transportation Industries
- > 20% Senior Executives
- > 10% Engineers-Influencers
- DT stories reach nearly 3,000 social media followers multiple times every day.
- DriverlessTransportation.com ads have surpassed 3 million impressions.









- Website visitors up 230% in 4Q 2015 from 4Q 2014 launch;
  - 2016 visitors up 66%
- Twitter Followers Up 130% in 12 months;
  - 36 weeks-in-a-row growth in Mile Marker subscribers;

## **Ad Sales Options**



- Gold Plan
  - Greatest Reach, Biggest Impact
- Silver Plan
  - Substantial Reach and Impact



## **Gold Option**



- Shared ad 782X90 at top of Home page.
- Shared ad 300X600 at right of internal pages.
- Modify ad twice per month.
- Advertisement in every Mile Marker weekly e-letter.
  - At top of Mile Marker every other week



### Silver Option



- Shared ad 782X90 bottom of Home page.
- Shared ad 300X600 on right of internal pages.
- Modify ad once per month.
- Advertisement in every Mile Marker e-letter.
  - Top of Mile Marker once per month



### **Sponsored Content**



• Write Your Own Message

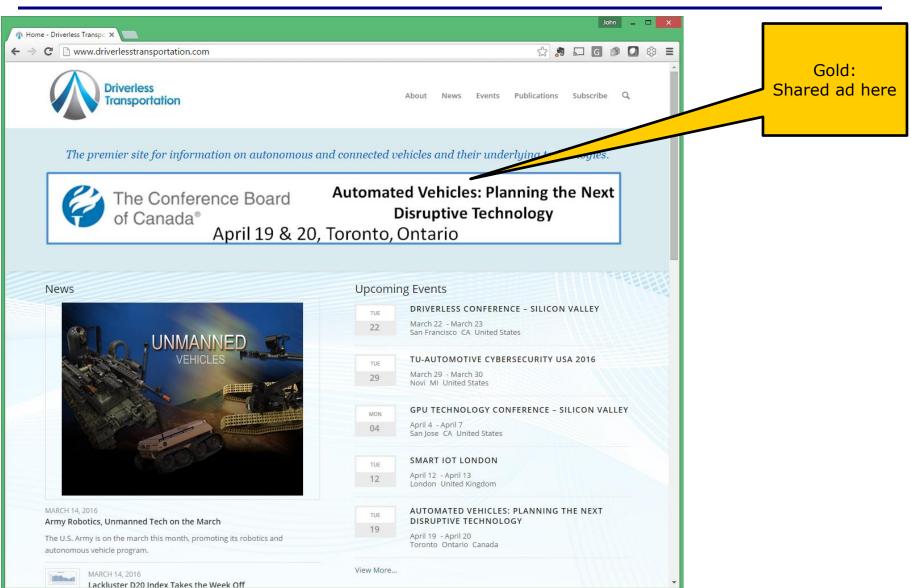
#### We will:

- Run it in the website News section;
- Run it in the Mile Marker e-Letter;
- Provide editorial review.
- Label as advertorial.

*There are a limited number of these opportunities* 

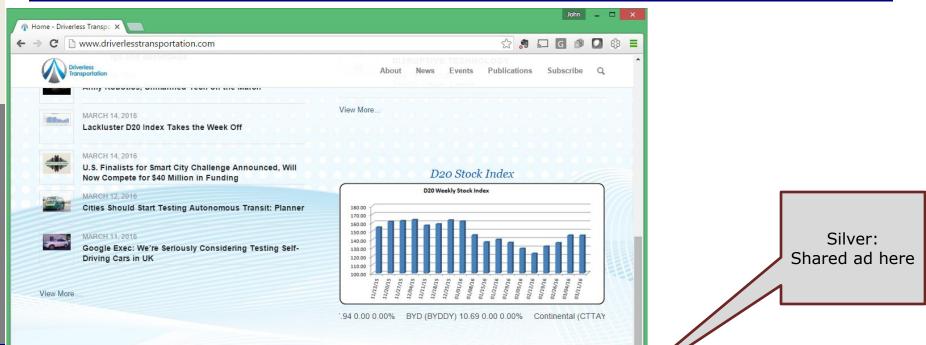
#### Home Page





### Home Page (cont)





etrans Software Development Leaders for Connected Vehicle Technology

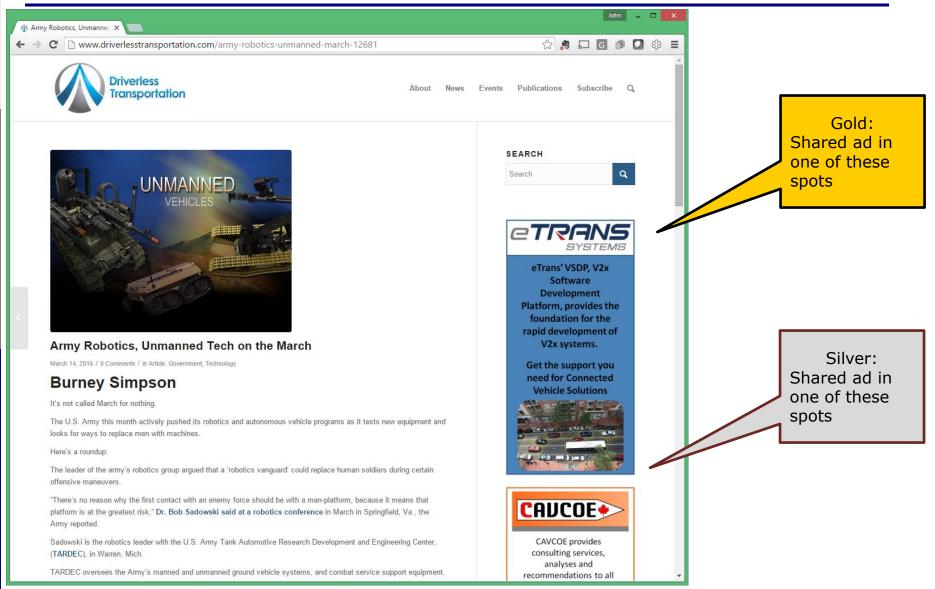
#### TAG CLOUD

Future WW Consumer Ford Prototype Google Autonomous Parking BMW Audi Connected Vehicle Michigen Cybersecurity MPO Infrastructure California Innovation Technology self-driving cars MIT GM autonomous cars Tesla Volvo Traffic Insurance Automated Vehicle Rand Safety us bot Testing Transportation Toyota Nissan Self-Driving ITS Transt Daimler Mercedes Driverless Software Legal Economics Seet driverless cars

SYSTEMS

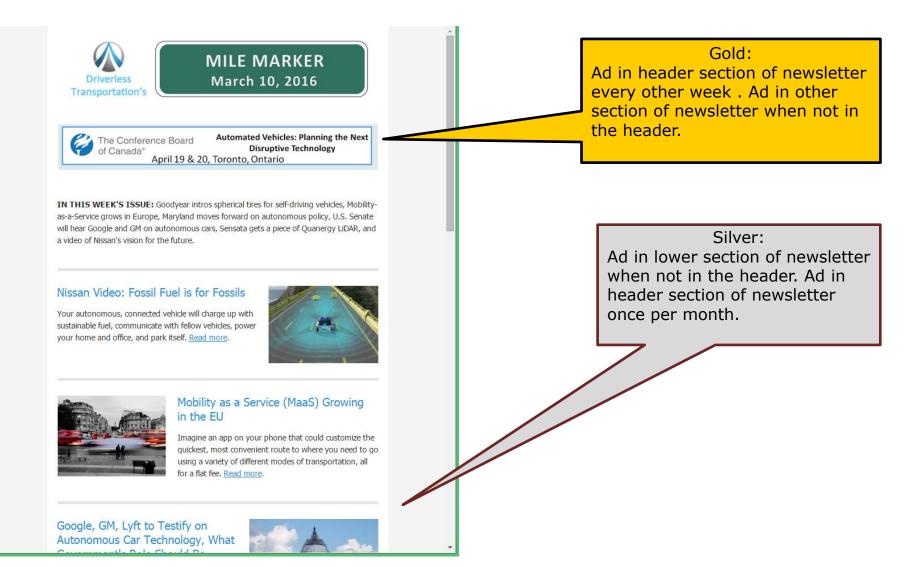
#### **Inside Pages**





#### Mile Marker Ads







#### **Conference Media Sponsor**

• Driverless Transportation will:

- Write a pre-show article on the event with link to show and discount code;
  - Runs on DT Home page, in Mile Marker e-letter;
  - Show listing runs in DT Events section;
- Banner ad at top of Home page, 728X90, for two weeks;
- Banner ad on internal pages, 300X600, for four weeks;
- Ad in three Mile Marker issues, once at top, twice at bottom.

Conference Manager will:

- Provide two passes to the show;
- Provide discount code to DT;
- Provide table or booth at event for DT or its parent;
- Link to DT in its event promotional material;
- List DT as Media Sponsor on online pages and show banners;
- DT rep moderates a panel at the show (if we plan to attend).

# Contact Us to Learn More!

sales@driverlesstransportation.com

#### 703-496-5300



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