

# Driverless Transportation Media Kit

Spring 2016



**Driverless Transportation**

# Key Statistics

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- 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.





# Additional Statistics

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- 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

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



# Gold Option

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- 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

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- 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

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- 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 - Driverless Transpoc X  
www.driverlesstransportation.com

Driverless Transportation

About News Events Publications Subscribe

The premier site for information on autonomous and connected vehicles and their underlying technologies.

**Automated Vehicles: Planning the Next Disruptive Technology**  
April 19 & 20, Toronto, Ontario

News

UNMANNED VEHICLES

MARCH 14, 2016  
Army Robotics, Unmanned Tech on the March

The U.S. Army is on the march this month, promoting its robotics and autonomous vehicle program.

Upcoming Events

TUE 22	<b>DRIVERLESS CONFERENCE - SILICON VALLEY</b> March 22 - March 23 San Francisco CA United States
TUE 29	<b>TU-AUTOMOTIVE CYBERSECURITY USA 2016</b> March 29 - March 30 Novi MI United States
MON 04	<b>GPU TECHNOLOGY CONFERENCE - SILICON VALLEY</b> April 4 - April 7 San Jose CA United States
TUE 12	<b>SMART IOT LONDON</b> April 12 - April 13 London United Kingdom
TUE 19	<b>AUTOMATED VEHICLES: PLANNING THE NEXT DISRUPTIVE TECHNOLOGY</b> April 19 - April 20 Toronto Ontario Canada

View More...

MARCH 14, 2016  
Lackluster D20 Index Takes the Week Off

Gold:  
Shared ad here



# Home Page (cont)



Home - Driverless Transp... X John

www.driverlesstransportation.com

DISRUPTIVE TECHNOLOGY

About News Events Publications Subscribe

Driverless Transportation

Army Robotics, Unmanned Tech on the March

MARCH 14, 2016  
**Lackluster D20 Index Takes the Week Off**

MARCH 14, 2016  
**U.S. Finalists for Smart City Challenge Announced, Will Now Compete for \$40 Million in Funding**

MARCH 12, 2016  
**Cities Should Start Testing Autonomous Transit: Planner**

MARCH 11, 2016  
**Google Exec: We're Seriously Considering Testing Self-Driving Cars in UK**

View More...

*D20 Stock Index*

D20 Weekly Stock Index

Date	Index Value
11/23/15	155
11/26/15	165
11/27/15	165
12/01/15	165
12/04/15	165
12/07/15	165
12/08/15	165
12/11/15	165
12/14/15	165
12/15/15	165
12/18/15	165
12/22/15	165
12/23/15	165
01/01/16	165
01/06/16	165
01/08/16	165
01/12/16	165
01/13/16	165
01/15/16	165
01/22/16	165
01/26/16	165
01/29/16	165
02/02/16	165
02/05/16	165
02/09/16	165
02/12/16	165
02/16/16	165
02/19/16	165
02/23/16	165
02/26/16	165
03/01/16	165
03/04/16	165
03/11/16	165

BYD (BYDDY) 10.69 0.00 0.00% Continental (CTTAY) .94 0.00 0.00%

**eTRANS SYSTEMS** Software Development Leaders for Connected Vehicle Technology

TAG CLOUD

Future VW Consumer Ford Prototype Google Autonomous Parking BMW Audi Connected Vehicle Michigan Cybersecurity MPO Infrastructure California Innovation Technology self-driving cars MIT GM autonomous cars Tesla Volvo Traffic Insurance Automated Vehicle Rand Safety US DOT Testing Transportation Toyota Nissan Self-Driving ITS Trans Daimler Mercedes Driverless Software Legal Economics Seat driverless cars

Silver:  
Shared ad here

# Inside Pages



Army Robotics, Unmanned Tech on the March

March 14, 2016 / 0 Comments / in Article, Government, Technology

**Burney Simpson**

It's not called March for nothing.

The U.S. Army this month actively pushed its robotics and autonomous vehicle programs as it tests new equipment and looks for ways to replace men with machines.

Here's a roundup:

The leader of the army's robotics group argued that a 'robotics vanguard' could replace human soldiers during certain offensive maneuvers.

"There's no reason why the first contact with an enemy force should be with a man-platform, because it means that platform is at the greatest risk," **Dr. Bob Sadowski** said at a robotics conference in March in Springfield, Va., the Army reported.

Sadowski is the robotics leader with the U.S. Army Tank Automotive Research Development and Engineering Center, (TARDEC), in Warren, Mich.

TARDEC oversees the Army's manned and unmanned ground vehicle systems, and combat service support equipment.

**SEARCH**

Search

**eTRANS SYSTEMS**

eTrans' VSDP, V2x Software Development Platform, provides the foundation for the rapid development of V2x systems.

Get the support you need for Connected Vehicle Solutions

**CAVCOE**

CAVCOE provides consulting services, analyses and recommendations to all

Gold:  
Shared ad in one of these spots

Silver:  
Shared ad in one of these spots

# Mile Marker Ads



**MILE MARKER**  
March 10, 2016

 The Conference Board of Canada® **Automated Vehicles: Planning the Next Disruptive Technology**  
April 19 & 20, Toronto, Ontario

**IN THIS WEEK'S ISSUE:** Goodyear intros spherical tires for self-driving vehicles, Mobility-as-a-Service grows in Europe, Maryland moves forward on autonomous policy, U.S. Senate will hear Google and GM on autonomous cars, Sensata gets a piece of Quanergy LIDAR, and a video of Nissan's vision for the future.

## Nissan Video: Fossil Fuel is for Fossils

Your autonomous, connected vehicle will charge up with sustainable fuel, communicate with fellow vehicles, power your home and office, and park itself. [Read more.](#)



## Mobility as a Service (MaaS) Growing in the EU

Imagine an app on your phone that could customize the quickest, most convenient route to where you need to go using a variety of different modes of transportation, all for a flat fee. [Read more.](#)

## Google, GM, Lyft to Testify on Autonomous Car Technology, What Government's Role Should Be



**Gold:**  
Ad in header section of newsletter every other week . Ad in other section of newsletter when not in the header.

**Silver:**  
Ad in lower section of newsletter when not in the header. Ad in header section of newsletter once per month.

# Conference Media Sponsor

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- 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](mailto:sales@driverlesstransportation.com)

703-496-5300



**Driverless Transportation**