

**Rocky Mountain Fleet Management Association®**



## ***2011 Media Packet***

For more information, contact:

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## WHO WE ARE

The Rocky Mountain Fleet Management Association® (RMFMA) is a fleet industry association dedicated to furthering educational and networking opportunities for our members. We serve professionals in the fleet industry from technicians and parts clerks to analysts, supervisors, and managers. Our members are involved in the decision-making process for purchasing the needed items and services to acquire, maintain, and dispose of their fleets.

RMFMA provides our members a range of services including educational sessions, networking opportunities, electronic newsletters, annual conferences and trade shows, and more.

Our members are instrumental in decisions that affect the operation and maintenance of fleets that range in size from less than 50 units to over 5000 units. Members manage and maintain, conservatively, over 10 billion dollars in assets including:

- Police and Fire vehicles
- Sedans
- Light-, medium-, and heavy-duty trucks
- Solid Waste vehicles
- Buses

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## OPPORTUNITIES

RMFMA also provides our Associate members opportunities for face-to-face contact with current and prospective customers in the fleet industry through regional chapter meetings, annual conferences and trade shows, and our new sponsorship opportunities in our newsletters and on our website.

Gain valuable exposure in front of our fleet community.

- *Rocky Mountain Fleet News*
  - RMFMA Website
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# Rocky Mountain Fleet News

Published seasonally, *Rocky Mountain Fleet News*, is an e-newsletter serving as a resource for our members. Articles cover current issues facing fleet professionals today and offers solutions and advice. Articles are written and edited by our Business Services Team. Article submissions come from our Associates, Members, and Life Members.

Past issues of *Rocky Mountain Fleet News* are archived on our website and can be accessed by not only our members, but the general public as well.

## IN EVERY ISSUE

RMFMA offers page sponsorships to Associate Members on an annual basis. Your company will be featured on a page in all four issues of the e-newsletter. Each sponsor is allowed a 1/4 page ad.



## 2011 EDITORIAL CALENDAR

| Issue       | Publishes     | Space Deadline   | Artwork Deadline |
|-------------|---------------|------------------|------------------|
| Spring 2011 | MAY 2011      | April 18, 2011   | April 27, 2011   |
| Summer 2011 | AUGUST 2011   | July 18, 2011    | July 27, 2011    |
| Fall 2011   | NOVEMBER 2011 | October 17, 2011 | October 26, 2011 |
| Winter 2012 | FEBRUARY 2012 | January 16, 2012 | January 25, 2012 |

## RATES

Annual Sponsorship Rate for 1/4 page ad: \$ 360.00

# Website Sponsorships

## Home Page

The home page of our website, [www.rmfm.org](http://www.rmfm.org), is the first thing visitors and members see when they visit our site. Feature your company on the RMFMA webpage with the highest traffic. Each ad will also feature a link to your website. *Available to Associate members only. Maximum of 6 companies.*

### HALF BANNER

12 months \$ 1800  
2011 Introductory Rate \$ 1350



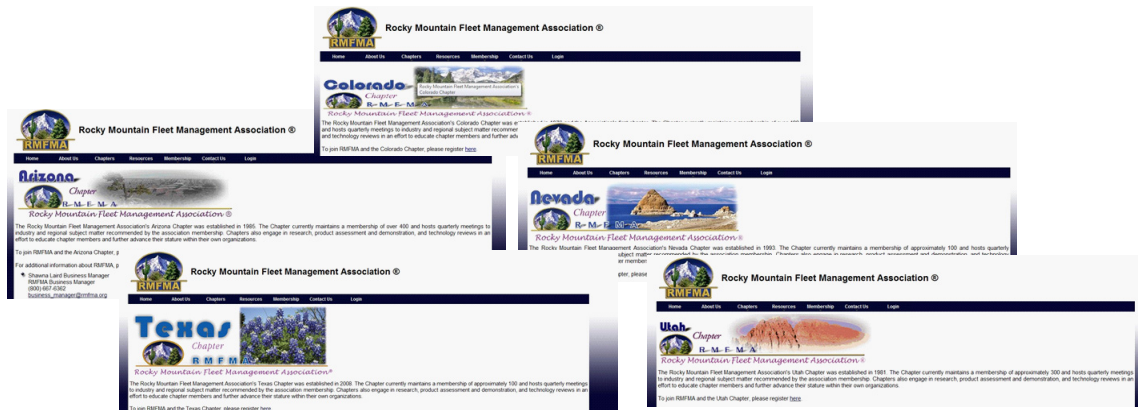
Mock-Up using 2010 RMFMA Conference Sponsors

## Chapter Pages

Choose which Chapter you would like your company featured on. Each ad will also feature a link to your website. *Available to Chapter Associate members only. Maximum of 6 companies.*

### HALF BANNER

12 months \$ 600  
2011 Introductory Rate \$ 450





# Guidelines

Accepted formats for website: GIF, JPEG only

Accepted formats for newsletter: JPEG only

NOTE: Animated GIFs are not supported at this time.

Maximum file sizes: 30-40 KB

Artwork will be reviewed and must be approved before placement in the newsletter or on the website. If, for any reason, your artwork is denied, RMFMA will notify the sponsor in writing stating the reasons why the artwork was denied and give the sponsor a reasonable deadline to submit revised artwork.

When creating banner ads, it is important to look at the ad from the perspective of the viewer (or potential customer).

1. **KEEP THE FILE SIZE TO A MINIMUM.**  
Smaller file sizes load faster and increases your visibility.
2. **KEEP IT SHORT. KEEP IT SIMPLE.**  
The easier it is to read and understand the ad, the better chance you have that the viewer will become interested.
3. **USE A CALL-TO-ACTION.**  
Make it very clear what you would like the viewer to do. Example: [Click Here to Learn More](#)

## To Sponsor

To request the sponsor order package, please contact:

Shawna Laird  
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