Key Statistics

- 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

- 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

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

Gold: Shared ad here
Inside Pages

Gold: Shared ad in one of these spots

Silver: Shared ad in one of these spots
Mile Marker Ads

**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

- 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!

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