

E-NEWSLETTERS - "PUSH MARKETING" DRIVES VIEWS TO YOUR ONLINE AD

LCT E-NEWS is the #1 weekly e-newsletter on news of importance to the chauffeured transportation industry and it is read regularly by 6,938 fleet owners and operators.

LCT E-NEWS, our weekly e-newsletter, has open rates that exceed industry averages.

Our "Gross Open Rate" is 43.2%. This number represents the total number of times the e-newsletter is opened divided by the total number of emails sent out (often, a reader will open and read an e-newsletter a few times).

63% of people who open our e-newsletter click through to the website, an outstanding average and a testament to the quality and urgency of our reporting on the industry.

Our editors have improved the e-newsletter in the last year and we have increased our clickthrough rates by 28%.

This ensures your e-newsletter advertising gets views and your web ads get impressions.



A. TOP LEADERBOARD

Size: 728X90
40kb max file size
Rate: \$1,200/month

B,C,D. SKYSCRAPERS

Size: 160X300
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Rate: \$1,240/month

E,F,G. SPEEDBUMPS

Size: 468X60
40kb max file size
Rate: \$800/month (E,F)
\$500/month (G)

BREAKING NEWS

Some news cannot wait for our e-newsletter, so we offer Breaking News, a one-story alert that goes out to our e-newsletter subscribers with an urgent subject line.

Open rates on Breaking News are generally 30% higher than weekly e-news.



A,B. SPONSORSHIP

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35kb max file size
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