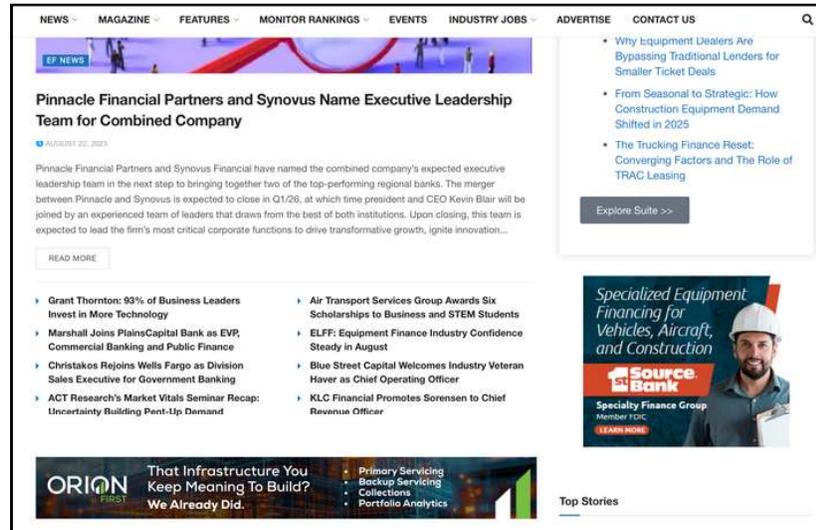


Website: High ROI Brand Elevation

More Than 1.6MM Annual Views

Combine e-News click activity, strong organic search traffic, and one of the most bookmarked sites in its sector to drive direct site actions.

The Monitor web experience – featuring news, opinions, thought leadership, data, podcasts, livestreams, jobs, events, directories, and more – is paired with “run of site” display advertising to reach your audience wherever they engage.



Research's Market Vitals Seminar Uncertainty Building Pent-Up

Commercial vehicle outlook seminar featured an OEM panel including Hyundai Translead; Charles Chilton, vice president and IC Bus at International Motors; and T.J. Reed, president and CEO of Specialty Vehicles.

August 22, 2025 In EF News Reading Time: 1 min read



73rd commercial vehicle outlook seminar, Market Vitals: The Current & Future in Aug. 20 – 21, 2025.

Panel including Sean Kenney, CEO at Hyundai Translead; Charles Chilton, vice president, IC Bus at International Motors; and T.J. Reed, president and CEO at Specialty Vehicles. Panelists agree that uncertainty continues to be the buzzword of the moment, industry participants are challenged by tariff and policy changes while demand remains strong for equipment.



One Price, Three Banners

Includes one of each:

Leaderboard/Inline

Premium ad at the top and in-line throughout all pages for maximum visibility.

Skyscraper

Large attention-grabbing ad to reach your target audience throughout all pages.

Box

Right-side placement for consistent brand exposure throughout the site.

CONTRACT COST (DURATION)

Banner Type	12 Months	6 Months	3 Months
All 3 Banners	\$6,220	\$3,370	\$2,220