

2025

**CLEAN**  
TRUCKING  
BY FUSABLE



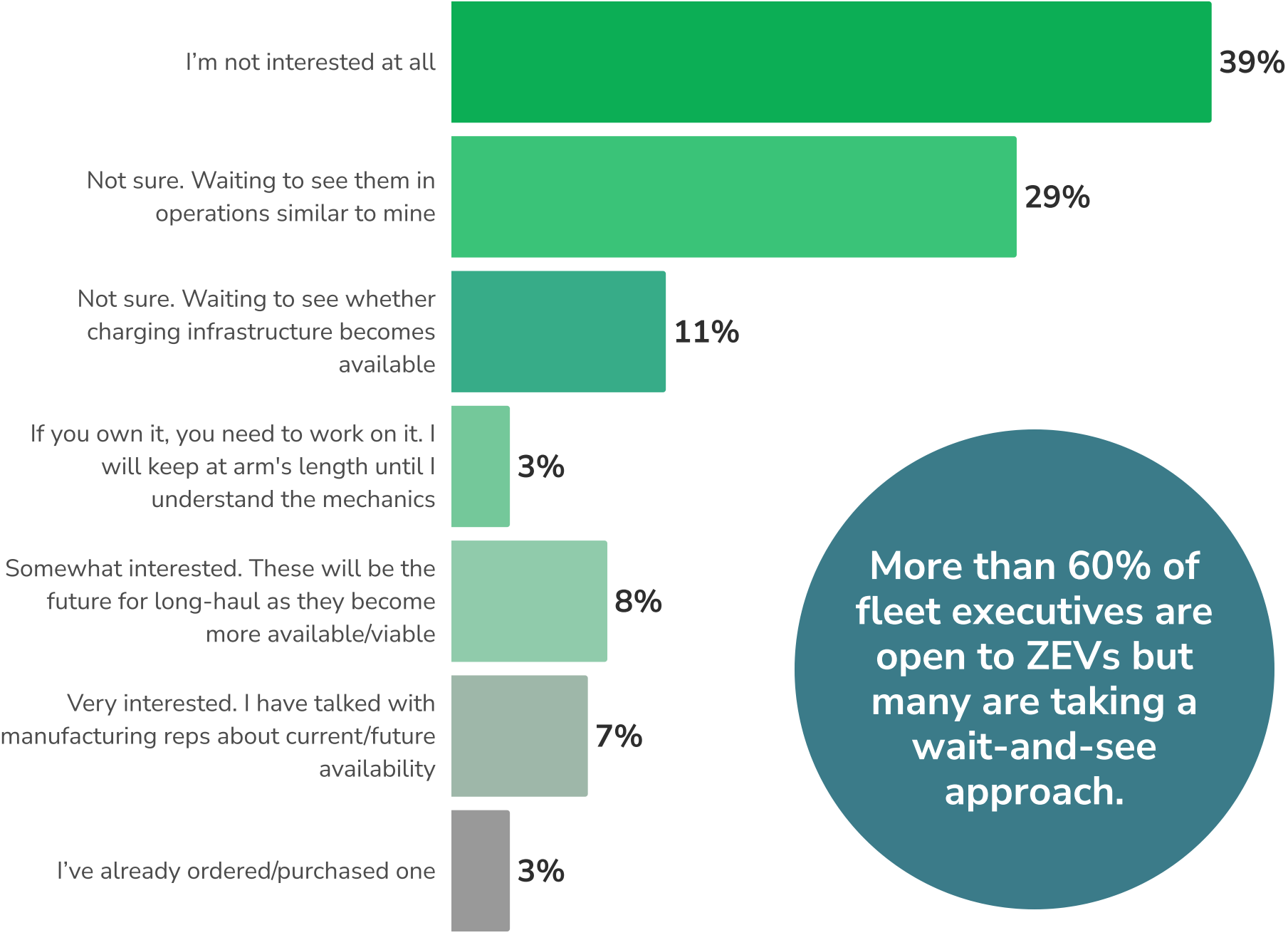
# MEDIA GUIDE

 FUSABLE



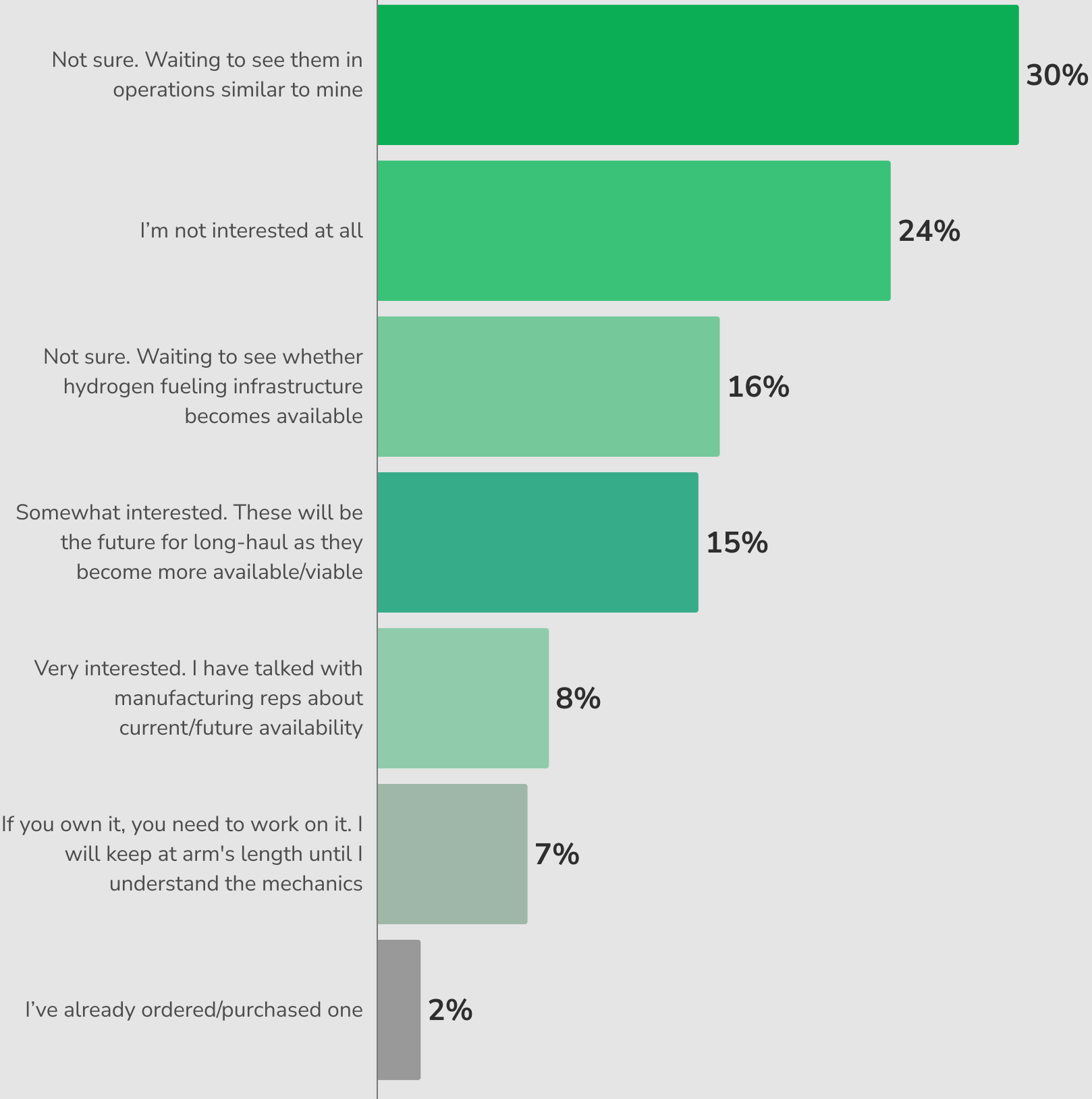
# Zero emissions vehicles: Market sentiment

## Interest in battery-electric trucks



More than 60% of fleet executives are open to ZEVs but many are taking a wait-and-see approach.

## Interest in hydrogen-fuel-cell trucks

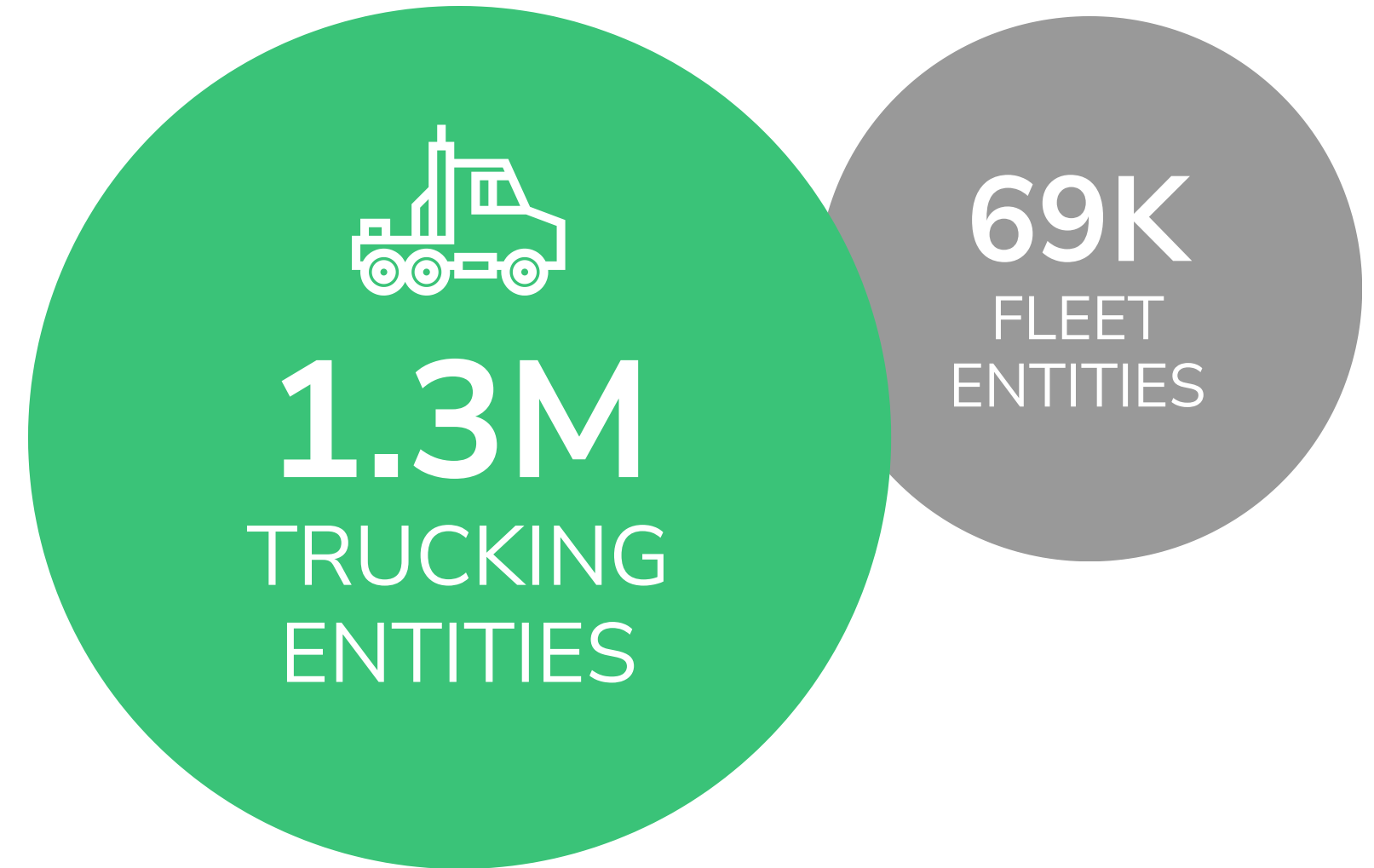


Source: 2023 Alternative Power Survey

# Use our robust datasets to target, engage and influence your customers and prospects

## RigDig has 1.3 million contacts across all trucking segments

- Clients use RigDig data to target audiences – based on fleet size, truck make, model and engine, region– on our media platforms and external platforms.
- Our media brands, driven by award-winning content, have a large following, offering significant opportunities to engage and influence your target.



## Clean Trucking's highly targeted audience



**15K**  
Monthly  
Pageviews



**457K**  
Email  
Addresses



**66K**  
Tagged  
Audience



**8,530**  
Social  
Followers



**38K**  
Newsletter  
Subscribers

Need to reach trucking dealers, parts distributors and repair facilities? Use *CCJ's* sister brand, *TPS*.



**15K**  
DEALER CONTACTS



**30K**  
PARTS/SERVICES CONTACTS

# CleanTrucking: Read by decision-makers at the nation's top carriers

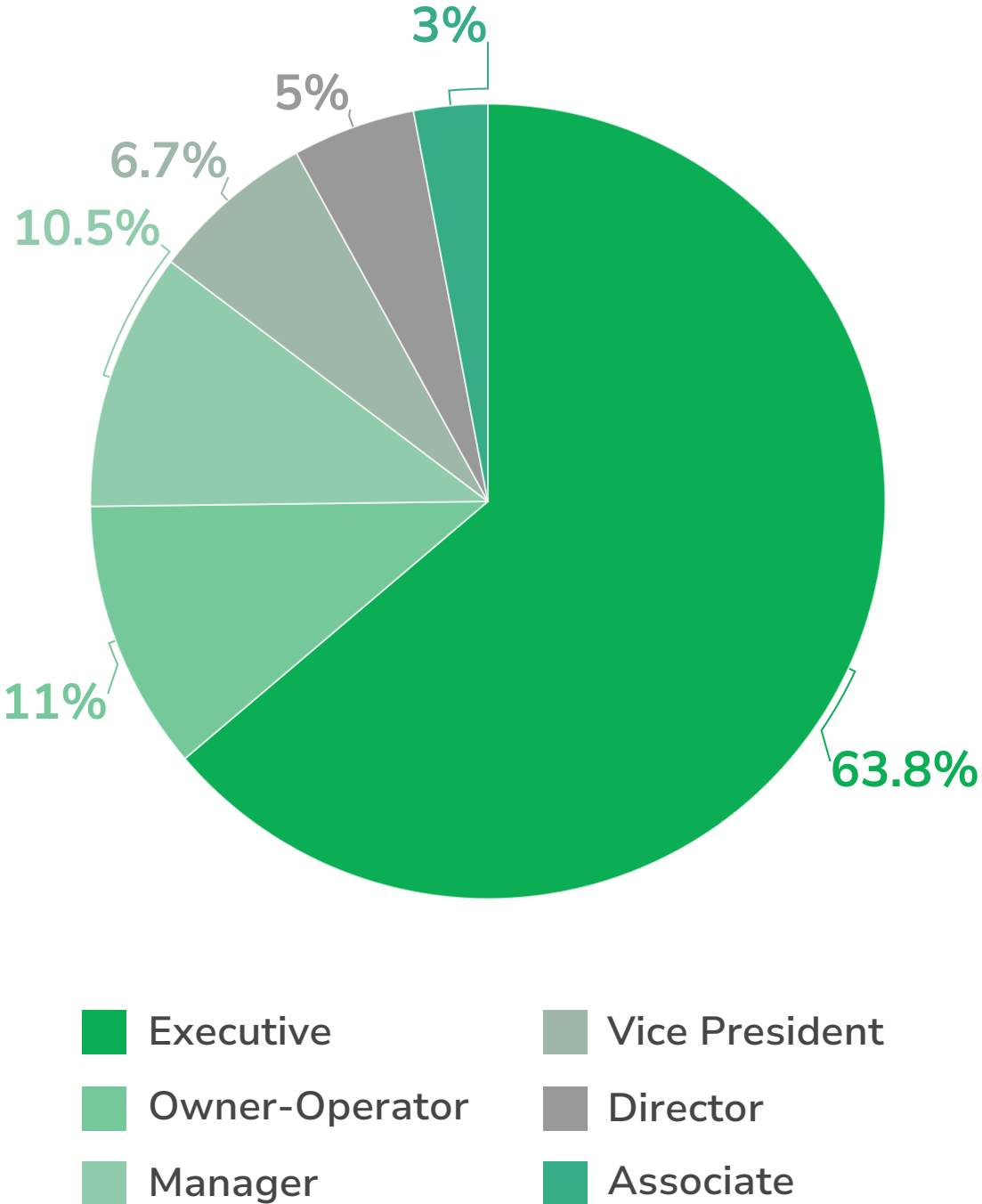
More than 95% of our audience are decision-makers in management positions who rely on digital content to stay current on the ever-changing world of low-emissions vehicles. Data on our known audiences provides detailed insights on who is reading and what content resonates.

Fleet executives from across for-hire and trucking operations read CleanTrucking, including these CCJ Top 250 carriers:

Company	Top 250 rank
Fedex	1
UPS	2
JB Hunt	3
Knight-Swift	4
Schneider	6
Ryder	8
Old Dominion Freight Line	9
Landstar	10
Estes Express Lines	11
Penske	12
R&L	13
Penske	14
Werner Enterprises	14
Prime	16

Company	Top 250 rank
Kenan Advantage Group	17
Saia	19
NFI	20
PS Logistics	23
Ruan	27
CR England	32
Western Express	33
TMC Transportation	41
KLLM Transport Services	42
Bennett International Group	43
10 Roads Express	44
Hirschbach	46
FirstFleet	47
Stevens Transport	52

Audience by Decision Level



# Your ad + Must-Read Content = Higher Engagement

Across web, email, newsletters, webinars, video, social media and ad networks, *CleanTrucking's* content team provides multiple ways to move your audience from consideration to decision.



## Website

15K Monthly Page Views

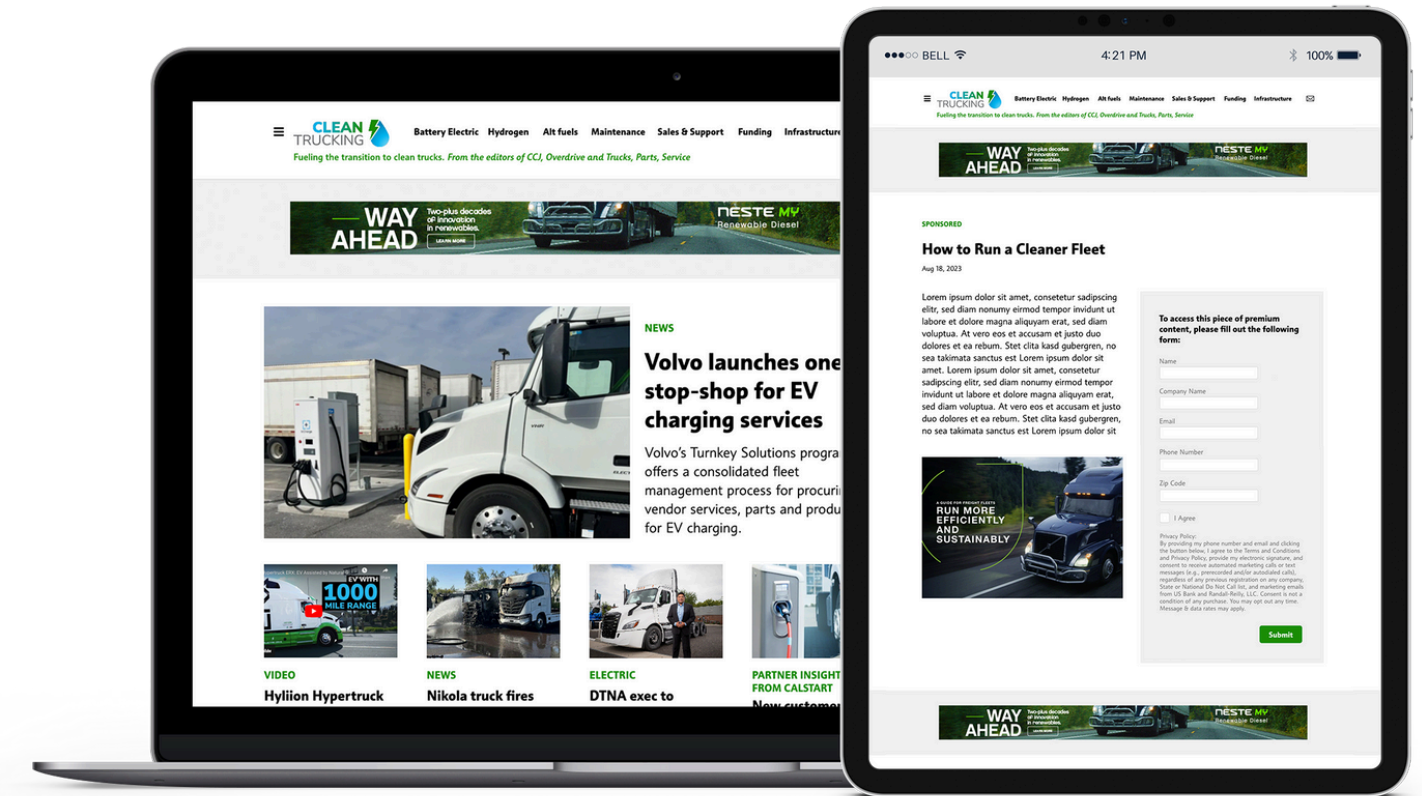
When it comes to staying on top of news, business tips and the latest equipment in the world of low emissions vehicles, fleet professionals turn to *CleanTrucking*. The immediacy of this content provides opportunities to continually engage with your target audience, support conversion-based campaigns and drive traffic to your website.



## Newsletter

*CleanTrucking Weekly* 38K Recipients

Each week, the *CleanTrucking* newsletter covers the changing world of low emissions vehicles from a real-world perspective with insights on equipment, infrastructure and regulatory issues.



## We know who's reading

Through *CleanTrucking's* unsurpassed audience insights, we know our content is being read by industry decision-makers.

### Our known audience data includes:

- ✓ Name
- ✓ Title
- ✓ Company
- ✓ What they are reading
- ✓ How long they spend reading
- ✓ Online Behaviors

Source: 2024-2025 CCJ Buyer Behavior and Connectivity Report



# 2025 Share of Voice

## CleanTrucking serves a highly targeted audience of key fleet decision makers interested in zero and low emissions vehicles

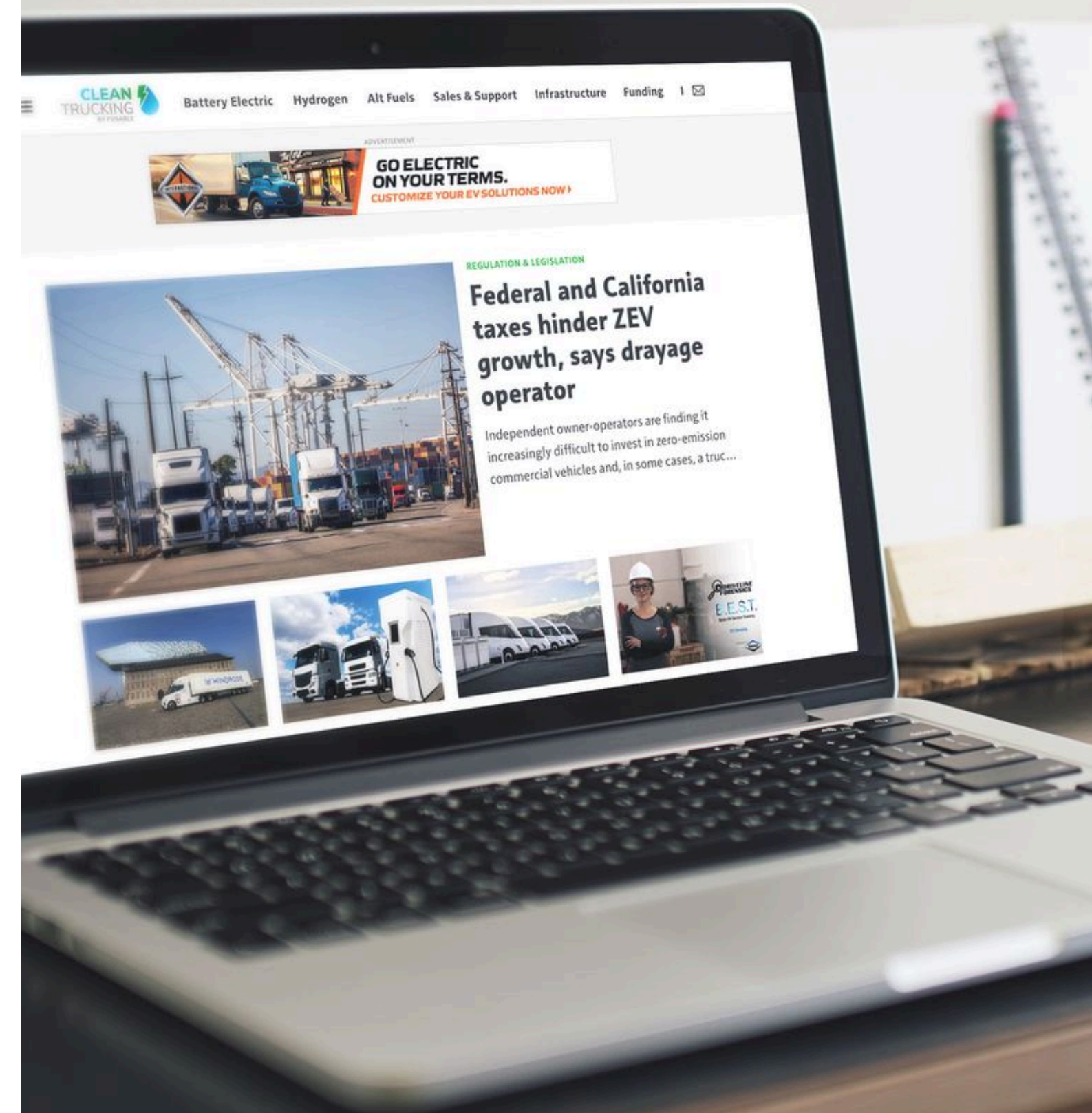
We help advertisers engage this niche audience by offering a maximum of 4 advertisers a Share of Voice package versus traditional CPM. This monthly package includes:

- **Website** – Rotating ad positions throughout the site, including the leaderboard and all ROS positions
- **Weekly newsletter** – Rotating ad positions in the newsletter, including the top position
- **Partner Insights** – Ability to post one article, video or white paper per month in the Partner Insights section of the website during the duration of your campaign

## CleanTrucking.com Monthly Packages Start at \$7,350

**Additional opportunities:** Our Partner Insights Reporting Dashboard provides insights on ad and content engagement, including the companies and titles that have engaged with your content. Ask your sales rep for details.

[See Acclerate! on page 8 for additional details and other options](#)



# Brand Newsletter Ad Positions & Pricing

## Ad Specifications

Ad Type	Specs	Format
<b>1. Sponsorship Leaderboard Text Ad</b> (Exclusive Position)	<ul style="list-style-type: none"> <li>Logo image: 115x86</li> <li>Sponsor name</li> <li>Text: 120 character limit</li> <li>CTA Text and Link</li> </ul>	JPG or PNG
<b>2. Premium Text Ad</b> (Rotating Position)	<ul style="list-style-type: none"> <li>Logo image: 115x86</li> <li>Image: 500x334</li> <li>Sponsor name</li> <li>Text: 120 character limit</li> <li>CTA Text and Link</li> </ul>	JPG or PNG
<b>3. Native Articles</b> (Rotating Position)	<ul style="list-style-type: none"> <li>Title</li> <li>Teaser: 175 character limit</li> <li>No thumbnail image in the newsletter</li> </ul>	N/A


Customers on a rotating position can submit all/or any of the above listed sizes for maximum exposure.

Newsletter	Circulation	Top Position *	Rotating Position *
CleanTrucking Weekly 4x per month	38K	Included in Share of Voice packages	


\*Top position sold exclusively. Monthly rates shown.

Rotating ads ensure equal exposure between 4 ad positions for weeklies.

View in browser | Clean Trucking


Today's news for tomorrow's trucks

Brought to you by




**Dana**  
 Dana Zero-6 e-Transmissions offer enhanced performance, superior adaptability and higher efficiency for central drive e-Propulsion systems. Perfect for today's medium-duty applications.  
[Discover Zero-6 at Dana.com](#)


REGULATION & LEGISLATION

**Federal and California taxes hinder ZEV growth, says drayage operator**


Independent owner-operators are finding it increasingly difficult to invest in zero-emission commercial vehicles and, in some cases, a truck-as-a-service (TaaS) provider due to the Federal Excise Tax (FET) and some states that still tax ZEV purchases.



Advertisement



Dana Zero-6 e-Transmissions offer enhanced performance, superior adaptability and higher efficiency for central drive e-Propulsion systems. Perfect for today's medium-duty applications.  
[Discover Zero-6 at Dana.com](#)



REGULATION & LEGISLATION


**Bollinger Motors B4 receives vital CARB certification**





The Bollinger B4 battery-electric class 4 chassis cab has officially received CARB certification, a necessary requirement to begin sales in 14 CARB-compliant states and the District of Columbia.

SPONSORED CONTENT BY SHELL

**Saving with Synthetics**

You may know what a synthetic lubricant is, but do you know how they really protect, perform and last? Synthetic lubricants provide you with many long-lasting benefits because it is their nature to solve problems.



# ACCELERATE!

## Your content marketing campaign performance and ROI

Our Accelerate! platform connects our proprietary data insights with our media audiences' behavioral intent signals, letting us deliver the right message to the right audience at the right time, on the most effective channels.


We'll host your gated (lead-gen) or ungated content within *CleanTrucking's* Partner Insights on the homepage, in articles and on the *CleanTrucking's* weekly newsletter, then drive qualified traffic to it by promoting it across multiple channels, such as Facebook and LinkedIn (Multi-channel promotion incurs additional charges outside of the \$5k monthly Share of Voice pricing.)

The best part? You get exclusive, in-depth reporting\* on campaign analytics AND insights into our known audience that has engaged with your content!


- ✓ Build your custom audience for multi-channel promotions
- ✓ Post your content – articles, white papers, video – within *CleanTrucking's* Partner Insights
- ✓ Activate multi-channel promotions
- ✓ Glean insights into campaign performance through your personalized dashboard
- ✓ View companies and job functions from our known audience that engage with your content
- ✓ Optimize your campaign based on what content resonates

### PARTNER INSIGHTS


Information to advance your business from industry suppliers



**PRESENTED BY DANA**  
**Driveline Forensics: EV Maintenance Schedule**



**PRESENTED BY DANA**  
**Driveline Forensics: EV Charging**



**PRESENTED BY INTERNATIONAL® TRUCK**  
**How to Navigate Electric Vehicle Funding**

**Partner Insights Campaign**  
June 2024 - August 2024

Select date range



Last Updated: Wed Sep 04, 2024 10:15:48 AM

Engaged Users Reporting Table				
Company Name	Job Title	Job Function	Engagements	Leads
AMERICAN CENTRAL TRANSPORT	CHAIRMAN CEO	CORPORATE	4	2
R E GARRISON TRKING INC	VICE PRESIDENT	EXECUTIVE	2	0
OZARK MOTOR LINES INC	OPERATIONS MANAGER	OPERATIONS	6	0
ABF FREIGHT	OPERATIONS MANAGER	OPERATIONS	2	0
PAPER TRANS LTD	EXECUTIVE DIRECTOR	CORPORATE	2	0
CTY DES MOINES	SUPT OF MAINTENANCE	MAINTENANCE	1	0
JBHUNT	SR DIRECTOR DRIVER PERSONNEL	EXECUTIVE	3	1
TLD LOGISTICS	PRESIDENT	CORPORATE	3	0
SOUTHEASTERN FREIGHT LINES	MANAGER	EXECUTIVE	3	0
J B HUNT TRANSPORT INC	REGIONAL OPERATIONS MANAGER	OPERATIONS	3	0
PEPSI BOTTLING GRP INC	DIRECTOR TRANSPORTATION	LOGISTICS	2	0
WERNER ENTERPRISES	AVP	EXECUTIVE	2	1
FOUR STAR TRANS CO	PRESIDENT	EXECUTIVE	2	1
SCHUMAN CHEESE	TRANSPORT MANAGER	EXECUTIVE	5	1
EZZELL TRANS LOGISTICS INC	DIRECTOR OF MAINTENANCE	MAINTENANCE	2	0

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\*\$350 per month charge for dashboard/reporting, in addition to monthly \$5k Share of Voice package fee.



# CONTENT STUDIO

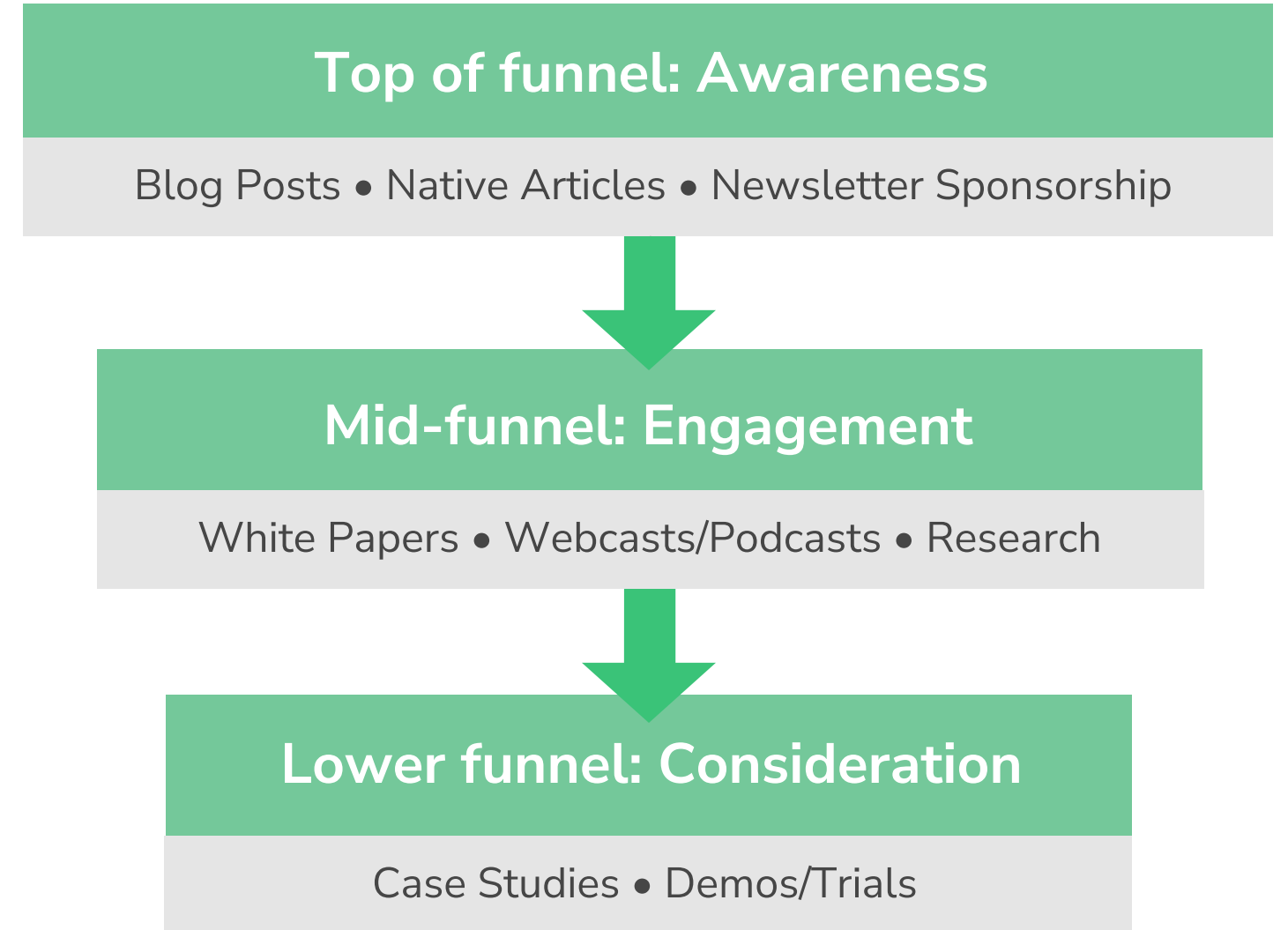
The average buyer consumes 5-8 pieces of content before making a buying decision

## Will your message cut through the clutter?

Our Content Studio team includes content creators with decades of award-winning journalism experience in transportation and other essential industries. And because our storytelling engages audiences, we also have the deepest buyer persona data sets and the means to target your specific audience.

## We know your target audience and their needs

- Construction Industry
- Industry Characteristics
- Personal Goals
- Trucking Industry
- Skillsets
- Pain Points/Blockers
- Titles
- Job Description
- Topics of Interest
- Demographic Information
- Professional Goals
- and more...



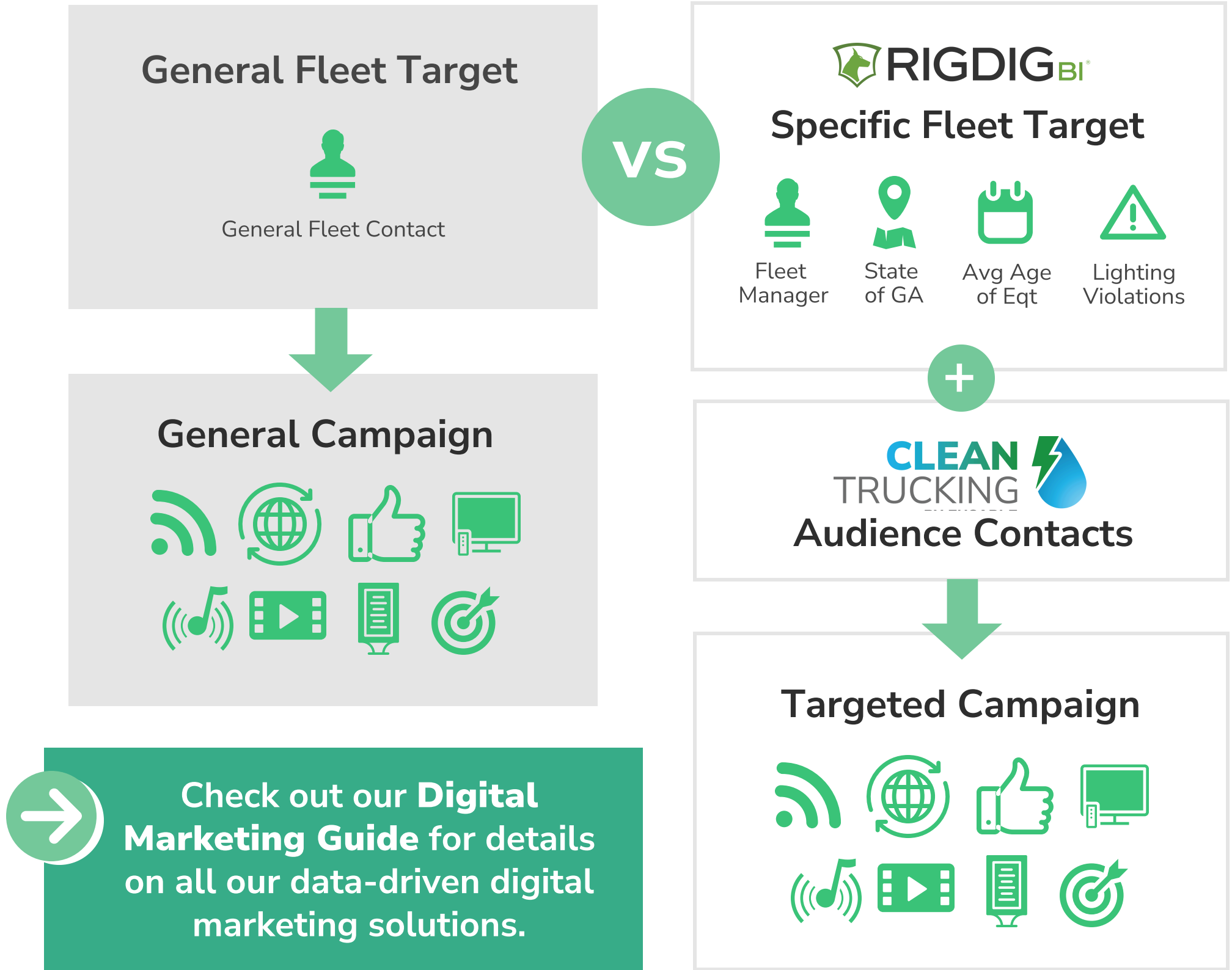
## The Content Studio Process

- 1 Discovery Workshop**
  - Target audience
  - Challenges
  - Goals
- 2 Audience-Building Plan**
  - Personas
  - Content
  - Distribution recs beyond native
- 3 Plan Execution**
  - Custom audience
  - Content approved
  - Content deployed
- 4 Tracking & Performance**
  - Bi-weekly reviews
  - Optimization recommendations

[Check out examples of our work](#)

# Reach the right fleet targets with our data-driven digital marketing

- 1** We identify the types of fleets you want to reach using RigDig
  - Fleet size
  - Make, model
  - Region of operation
  - And other criteria
  
- 2** We then match your fleet list with our *CleanTrucking* audience contacts
  
- 3** Finally, we run your highly targeted campaign across various channels and tactics, such as:
  - Facebook
  - Google
  - LinkedIn
  - YouTube
  - Tik Tok
  - Native Display
  - Targeted Display
  - CTV/OTT
  - Programmatic Audio
  - Our Media Websites
  - Account-Based Marketing



# Contact Us!

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