

2025

OVERDRIVE

MEDIA GUIDE

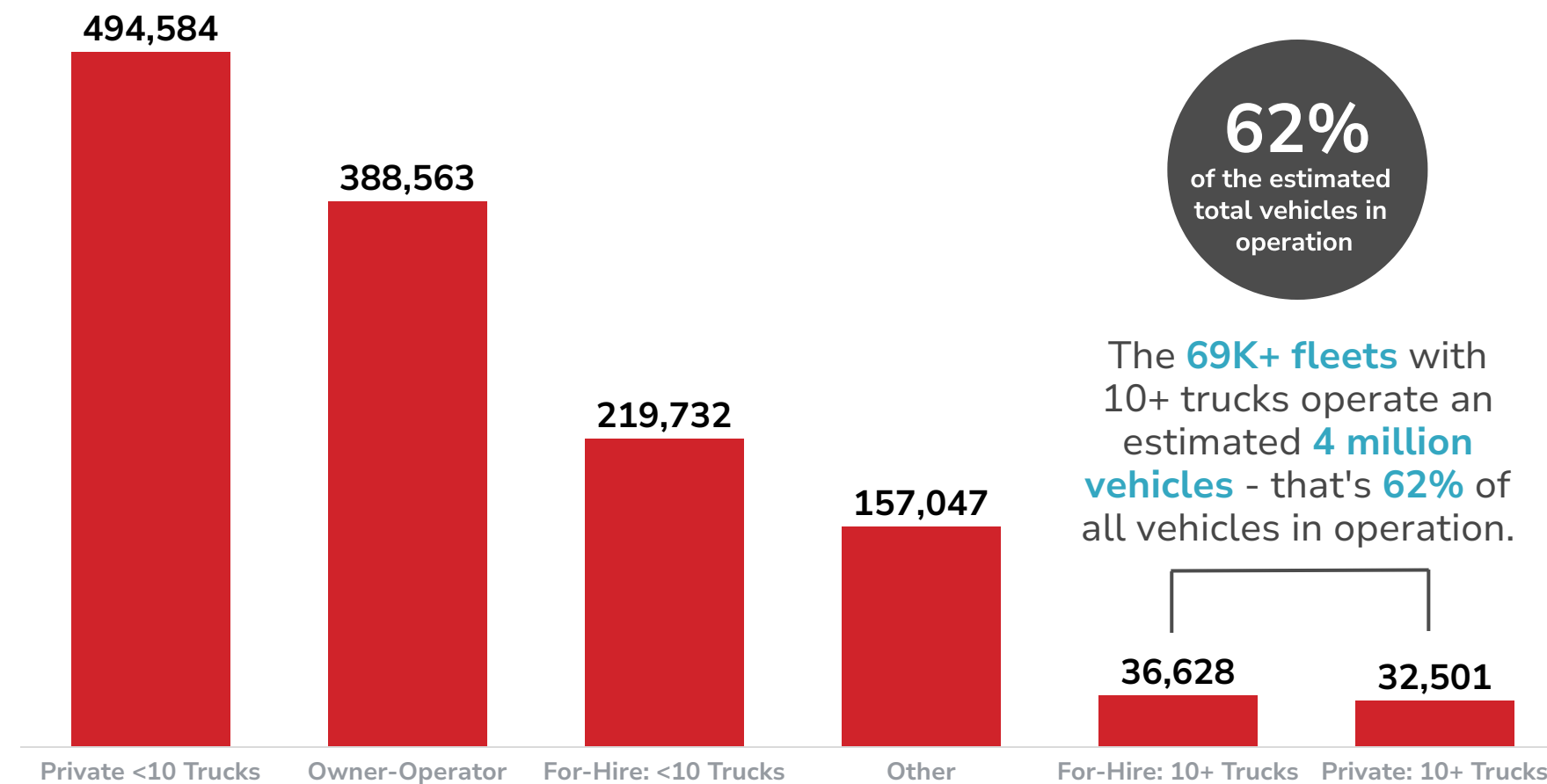
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Trucking Industry Snapshot

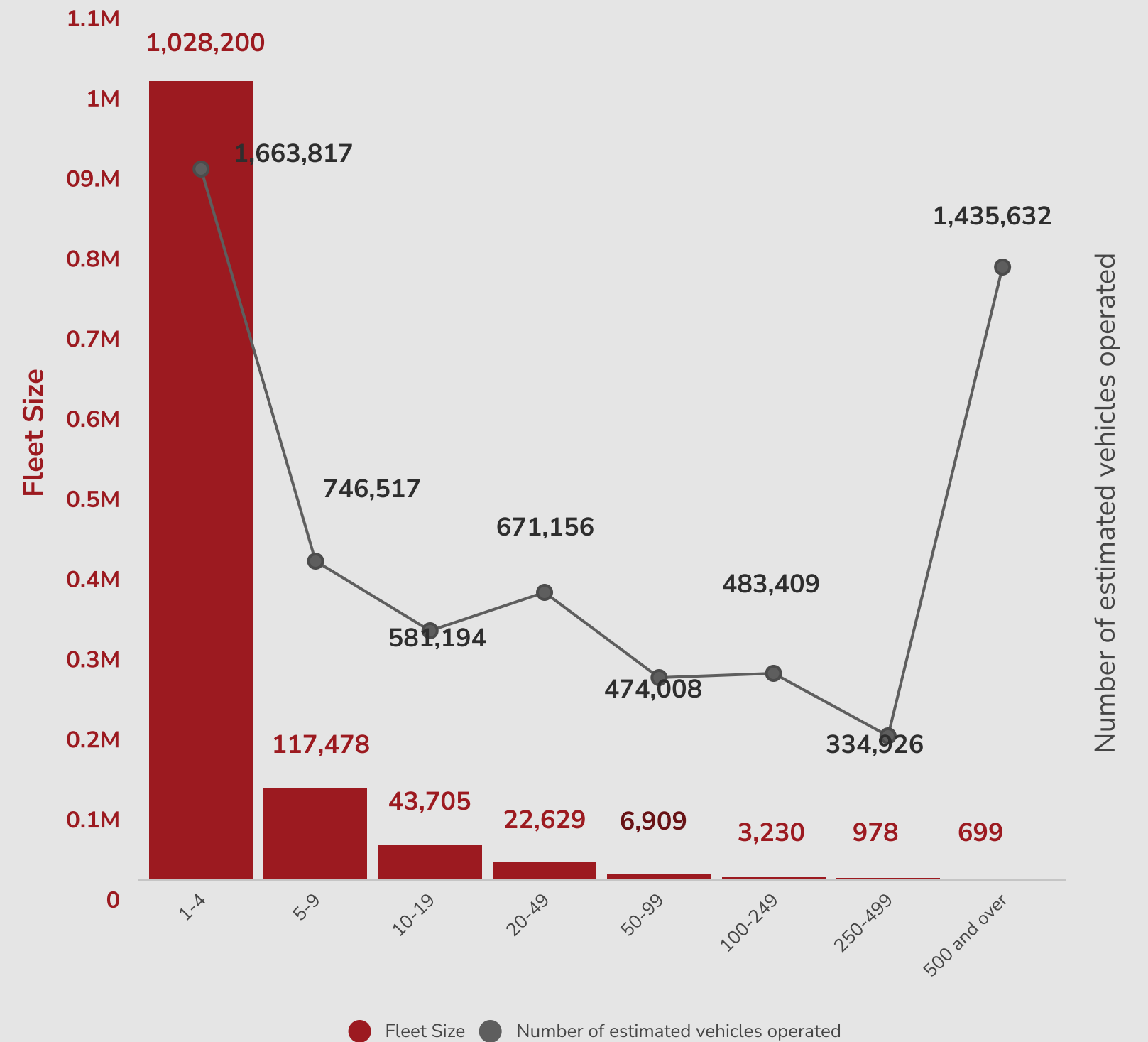
Through its sister brand Rig Dig Business Intelligence, *Overdrive* can identify active owner-operators and small fleets operating in the U.S. by fleet size, operating type and other factors.

Carriers By Operating Type



Analysis provided by RigDig® Business Intelligence gives insight into active fleets operating in the United States by operating segment. Operating segments are defined by RigDig® Business Intelligence as: 1. For-Hire: 10+ Fleet - an entity with 10 or greater power units operating as For-Hire. 2. Private: 10+ Fleet - an entity with 10 or greater power units and operating as a private fleet. In addition to operating as a private fleet, the entity may also operate as For-Hire. 3. Owner-Operator - a For-Hire entity with less than 10 power units and operating at least one verified class 8 unit or one tractor. Segment excludes entities in construction, manufacturing, and financial services industries, and leased owner-operators. 4. For-Hire: <10 Fleet - an entity with less than 10 power units that operates For-Hire and does not have at least one verified class 8 unit or one tractor. (e.g. landscaping company, courier) 5. Private: <10 Fleet - an entity with less than 10 power units that operates as Private. 6. Other - entities in RigDig® that are not primarily fleets but own class 3-8 equipment; such as shippers, brokers, cargo tank facilities, Indian tribe, non USDOT entities, etc.

Carriers By Fleet Size



Analysis of active fleets from RigDig® Business Intelligence. Active fleets with an estimated fleet size of one or more are grouped into RigDig®'s estimated fleet size category. The chart displays the count of fleets and the estimated number of vehicles in each group. NOTE: These are just some of the segments captured by RigDig®. For a complete look at all entities in the RigDig® database, contact your sales representative.

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

RigDig has 1.3 million entities 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.

Overdrive's large, engaged audience



282K
Monthly
Pageviews



362K
Email
Addresses



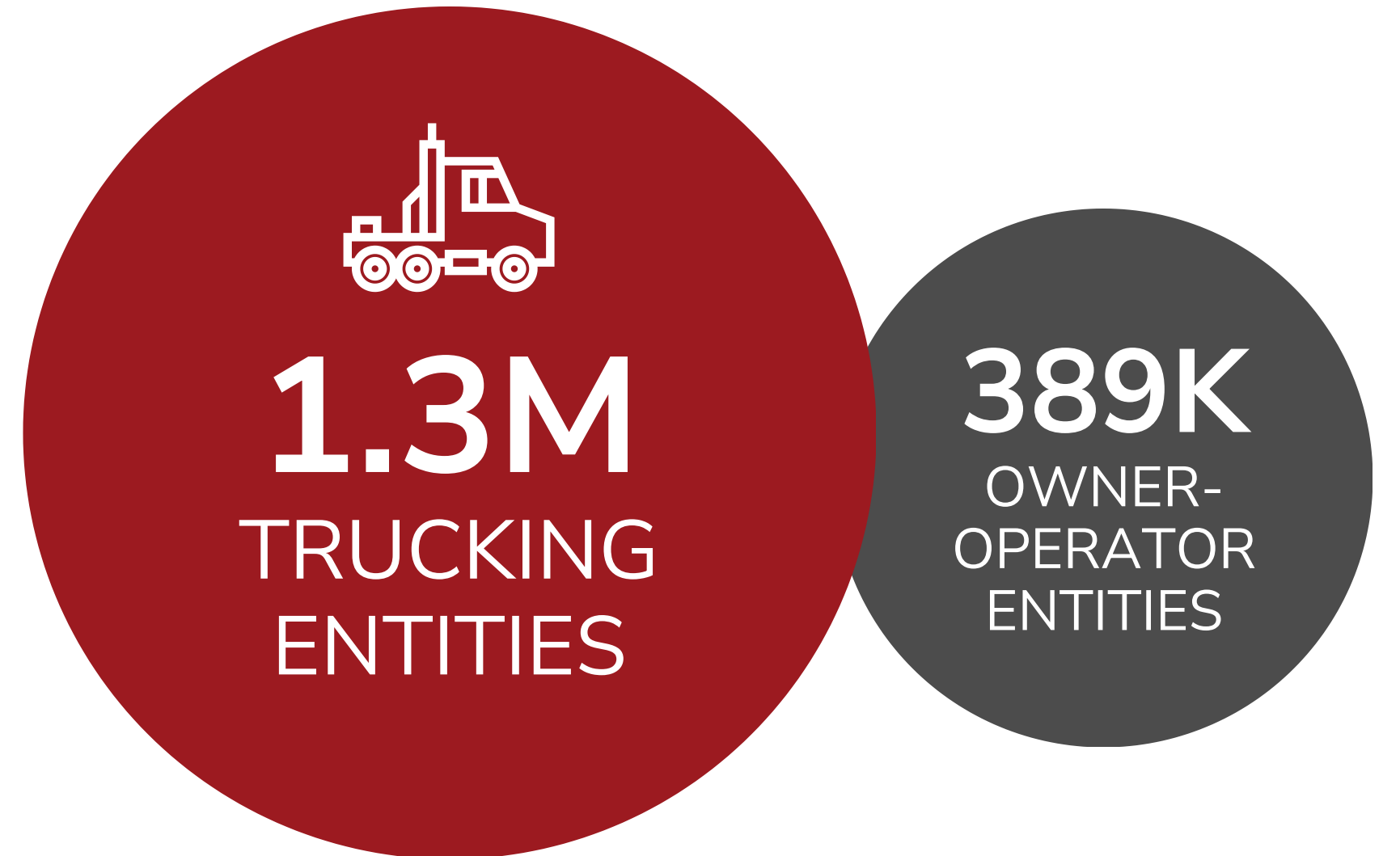
1.7M
Tagged
Audience



481K
Social
Followers



113K
Newsletter
Subscribers



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



15K
DEALER CONTACTS

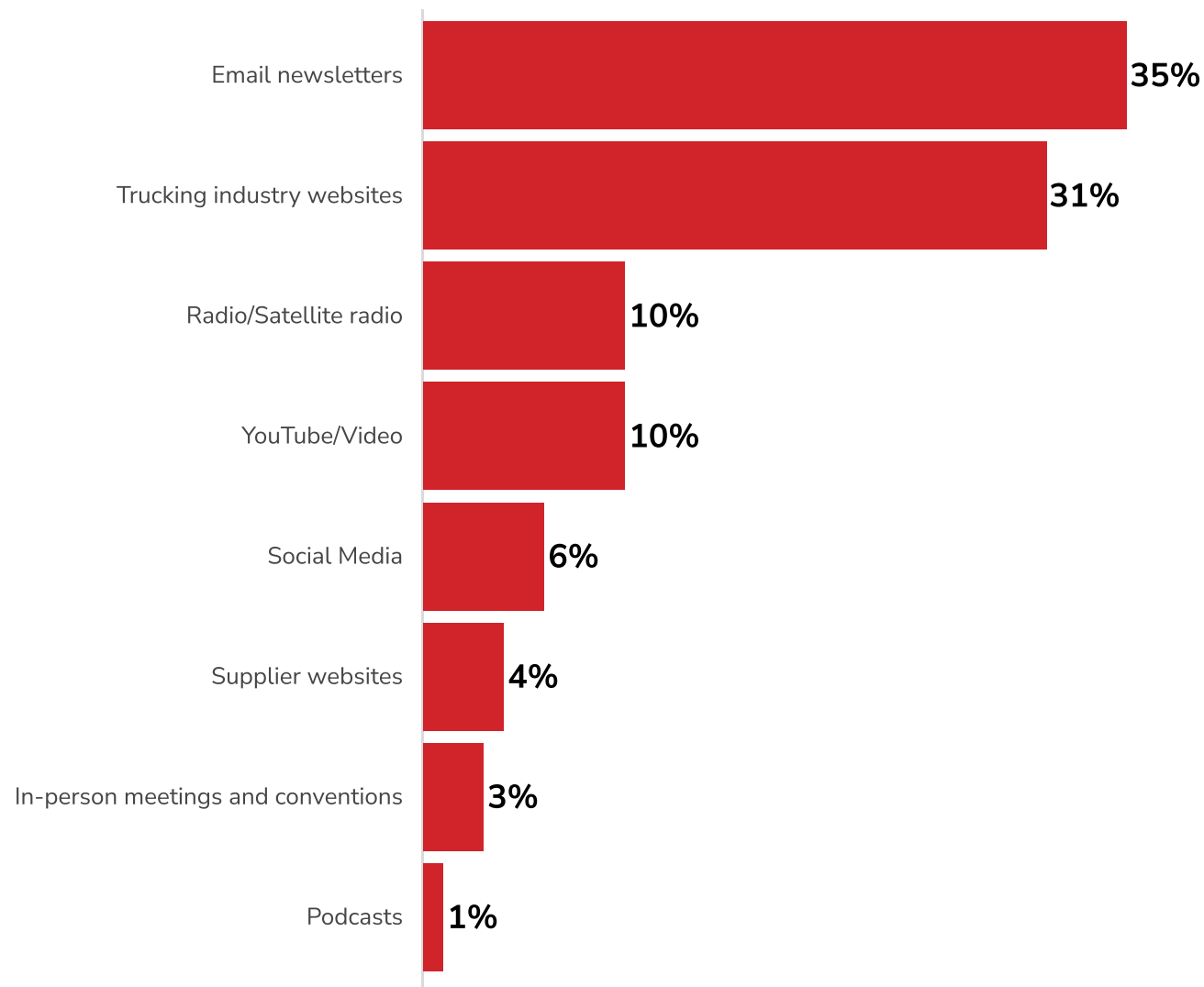


30K
PARTS/SERVICES CONTACTS

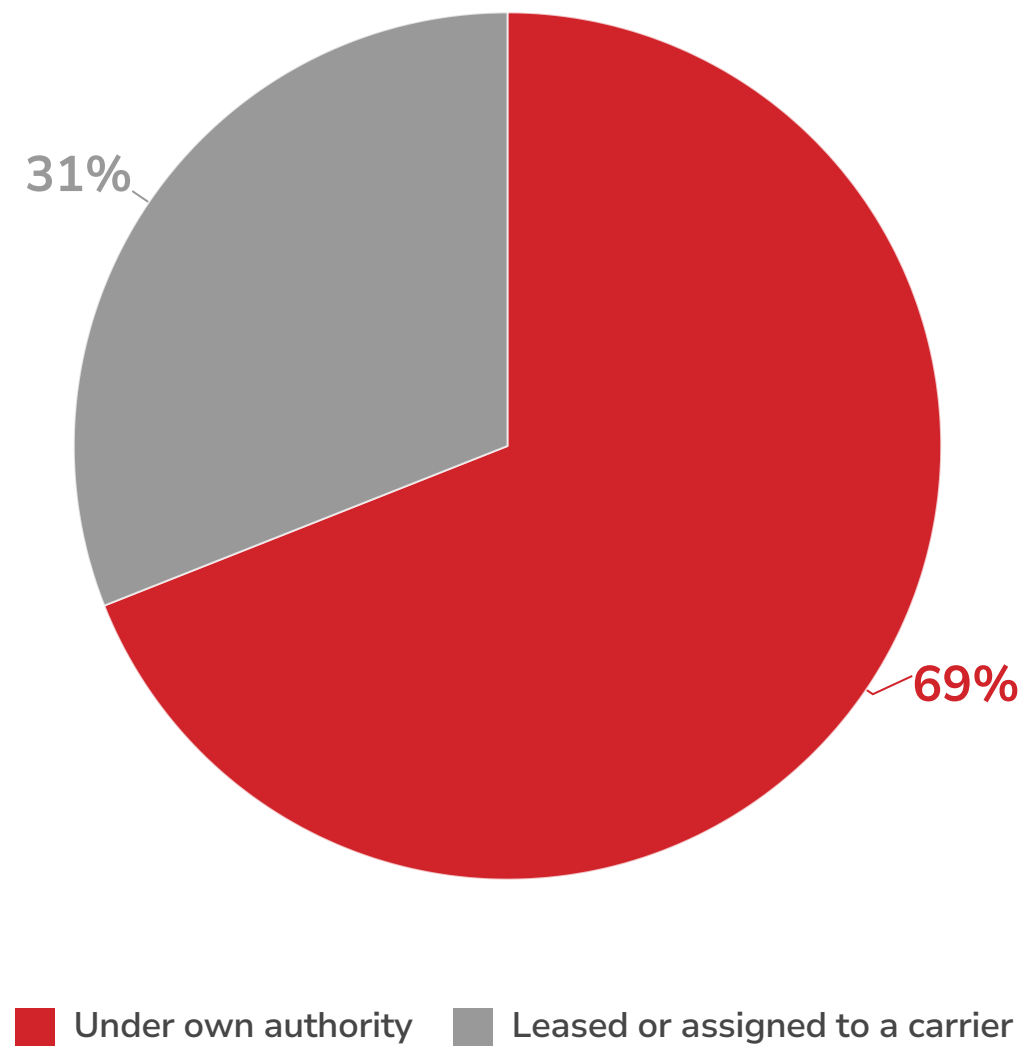
Overdrive: Access to an influential audience

One hundred percent of Overdrive's audience are decision-makers who run their own businesses and rely on digital content to keep current on the industry. Data on our known audiences provides detailed insights on who is reading and what content resonates.

Top Source for Industry Information



OVD Audience by Classification



We know who's reading

Through *Overdrive'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 *Overdrive* Buyer Behavior and Connectivity Report

Your Ad + Award-Winning Content = Higher Engagement

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



Website

113K Unique Monthly Visits

When it comes to staying on top of up-to-the-minute industry news, business tips and the latest equipment, owner-operators turn to *Overdrive*. Our content's immediacy provides opportunities to continually engage with your target audience, support conversion-based campaigns and build your brand.



Newsletters

Overdrive Daily Report

113K Recipients

Overdrive's daily email newsletter targets an exceptionally engaged owner-operator audience. Featuring the latest industry news, expert commentary and equipment coverage, *Overdrive's* Daily Report is a must-read.

Custom Rigs

15k Recipients

Every week we highlight the industry's coolest-looking trucks with all the details on specs, paint and more.

Regulatory Rundown

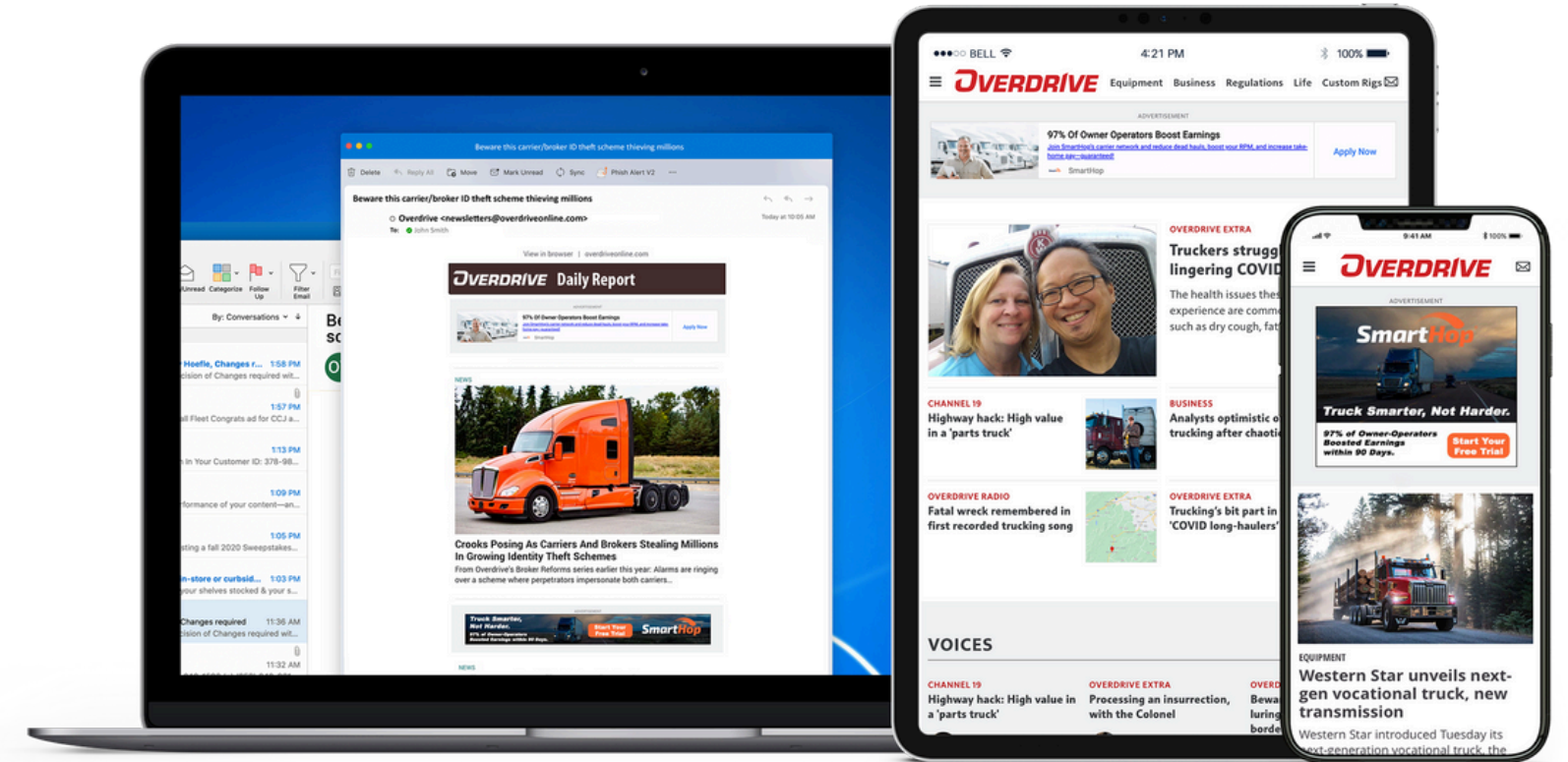
108K Recipients

Digging deeply into safety, equipment, environmental and labor issues to help fleets remain compliant. This newsletter is done in partnership with our sister brand *CCJ*.

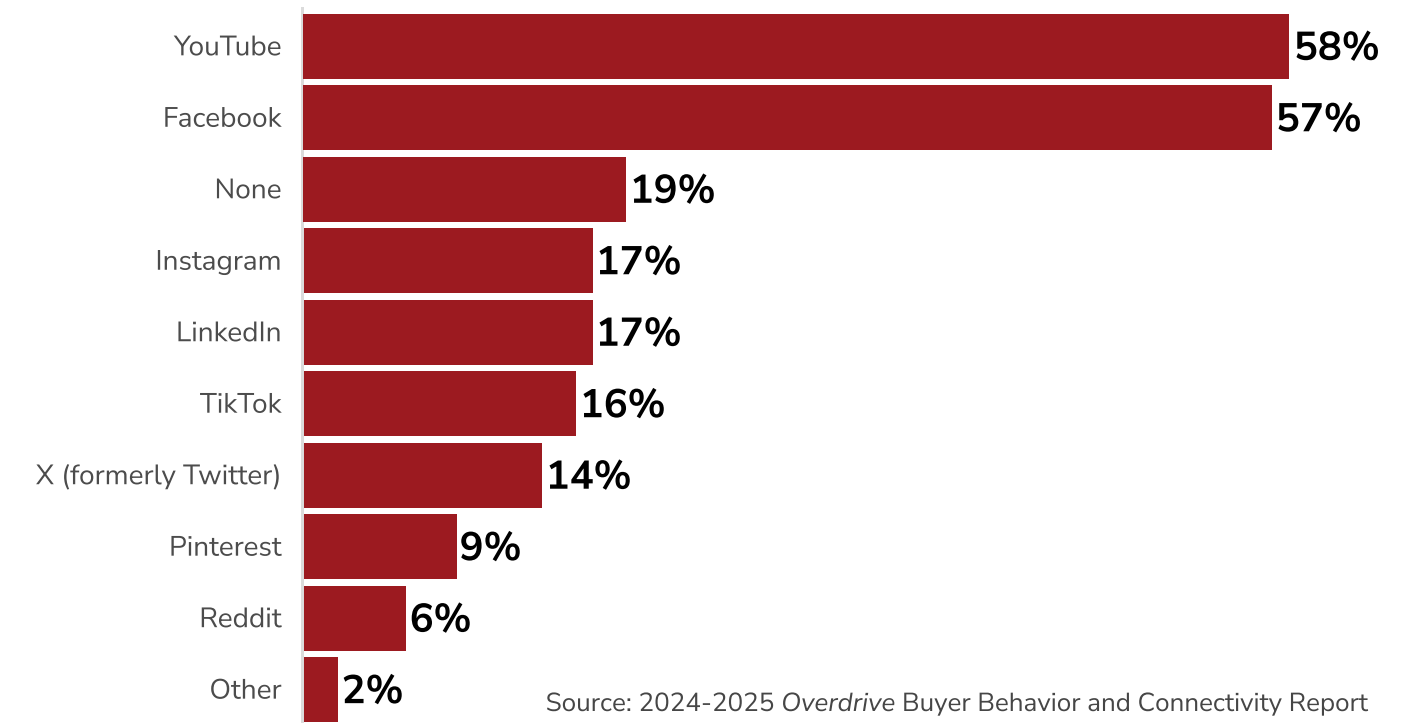
Haul With Authority

17K Recipients

Each month, we help new trucking businesses get up to speed on best practices in business, equipment, regulations and much more.



Owner-Operators are active on social media



Source: 2024-2025 *Overdrive* Buyer Behavior and Connectivity Report

2025 Digital Specs

Digital Pricing

Our website ads are priced on a CPM (cost-per-thousand basis), which allows you to pay only for the performance you need and is based on a ROS (run-of-site) rotation. Once your monthly budget is set, your ads will display until your budget is at capacity. Additional investment options offer an exclusive sponsorship leaderboard position, as well as access to larger audiences.

Overdriveonline.com Run-Of-Site: \$40 CPM

Additional Option: Sponsorship Leaderboard (Exclusive Position¹)
Weekly: \$6K | Monthly: \$20K

¹Sponsorship Leaderboard Position is sold exclusively and will not be rotated with any other advertiser during its weekly/monthly run.

Ad Specifications*



Desktop

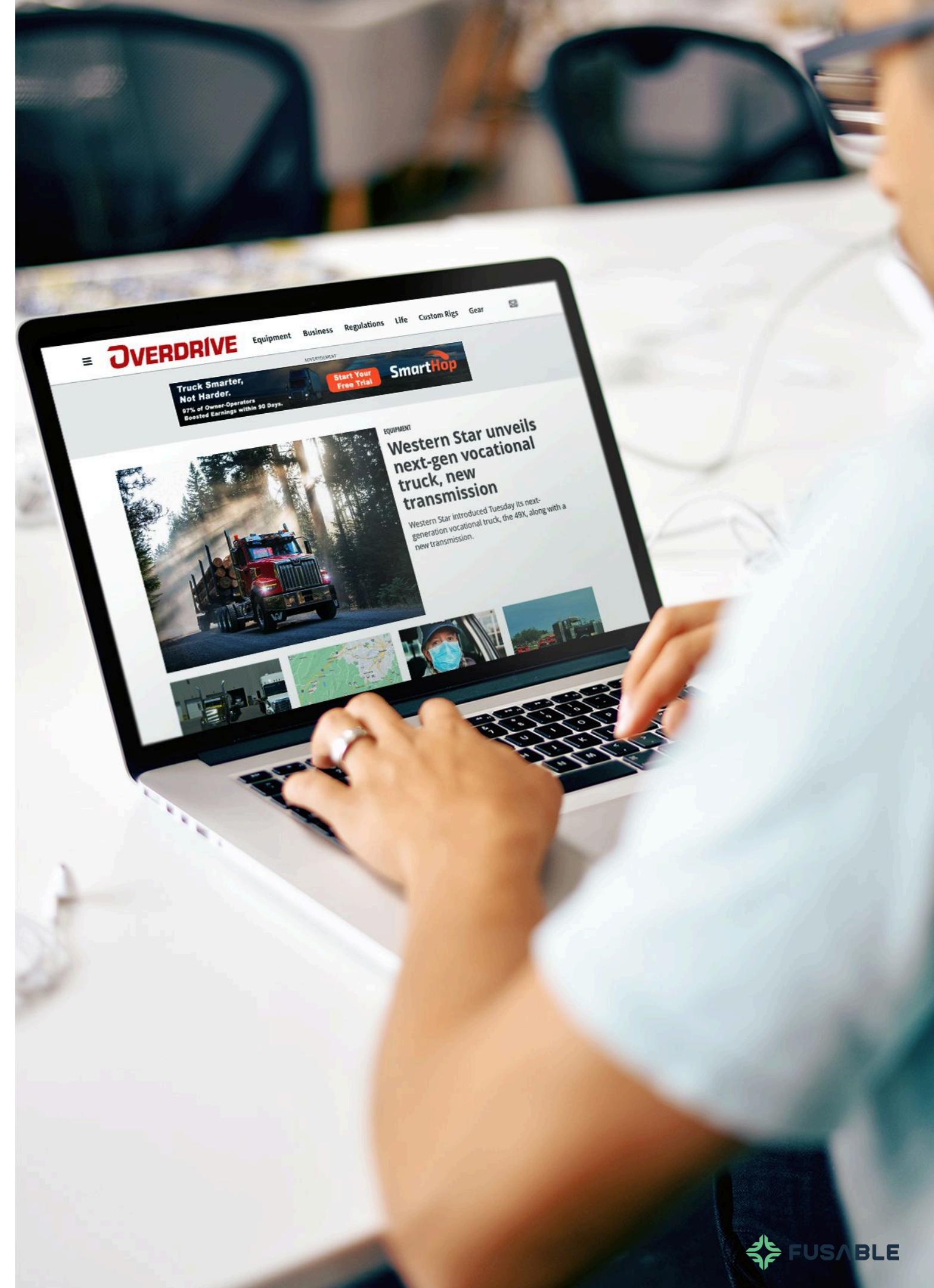
- 970 x 90**
- 728 x 90**
- 970 x 250
- 300x250 with text



Mobile

- 320 x 100
- 300 x 250

*1 MB maximum file size ** Sponsorship Leaderboard Position

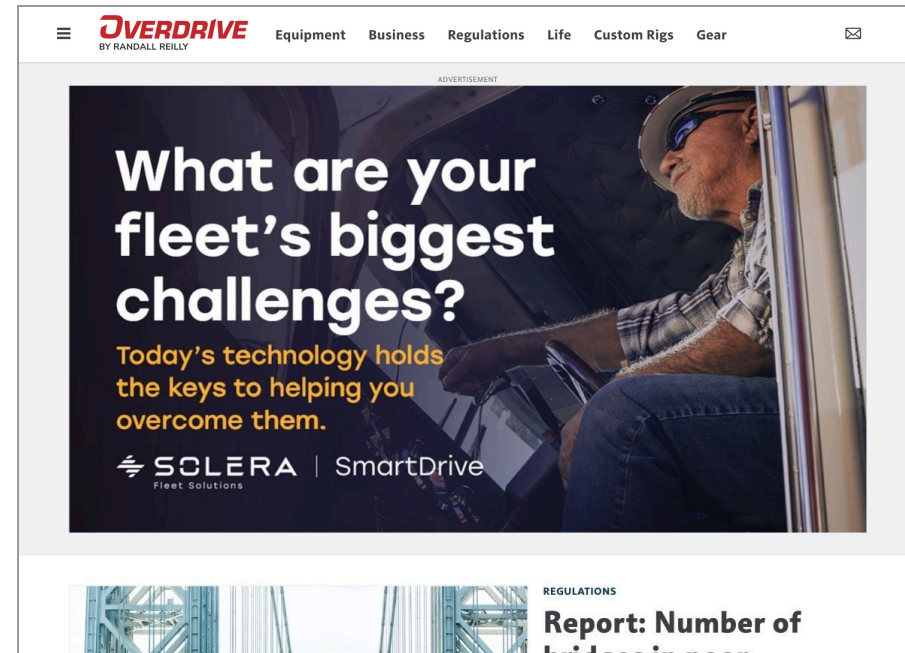


Overdrive premium ad positions

Check out our high impact ways to reach Overdrive's decision-makers

1. Welcome Ad

Place your messaging front and center when owner-operators visit *Overdrive*. Your Welcome Ad creative appears on first click. Visitors see your creative with no competition from other ads. Available for desktop and mobile devices.



Specifications:

Desktop: 1060x596

Tablet: 736x414

Mobile: 428x241

Price: \$2,500/week

2. XL in Content

This high impact ad position appears within the body of articles – so your message gets noticed as visitors read on desktop or mobile devices. Position supports static or video creative.

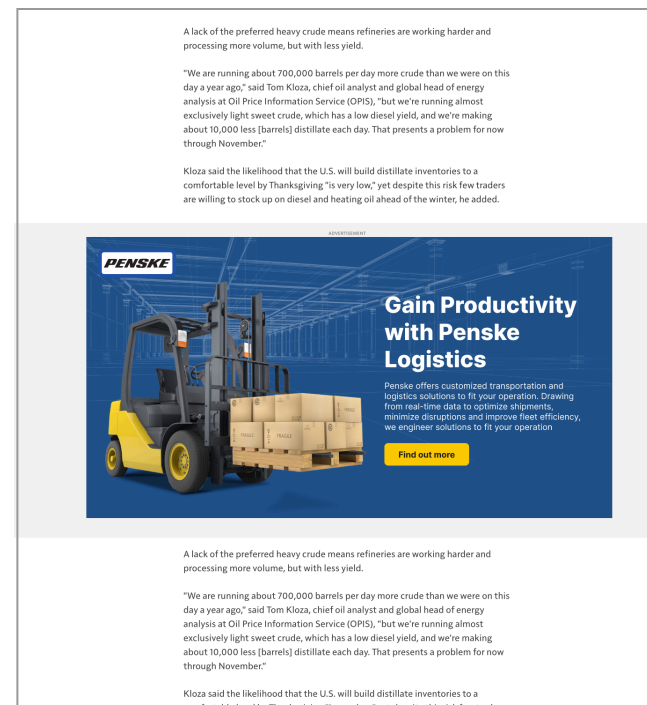


Specifications:

Desktop: 1124x600

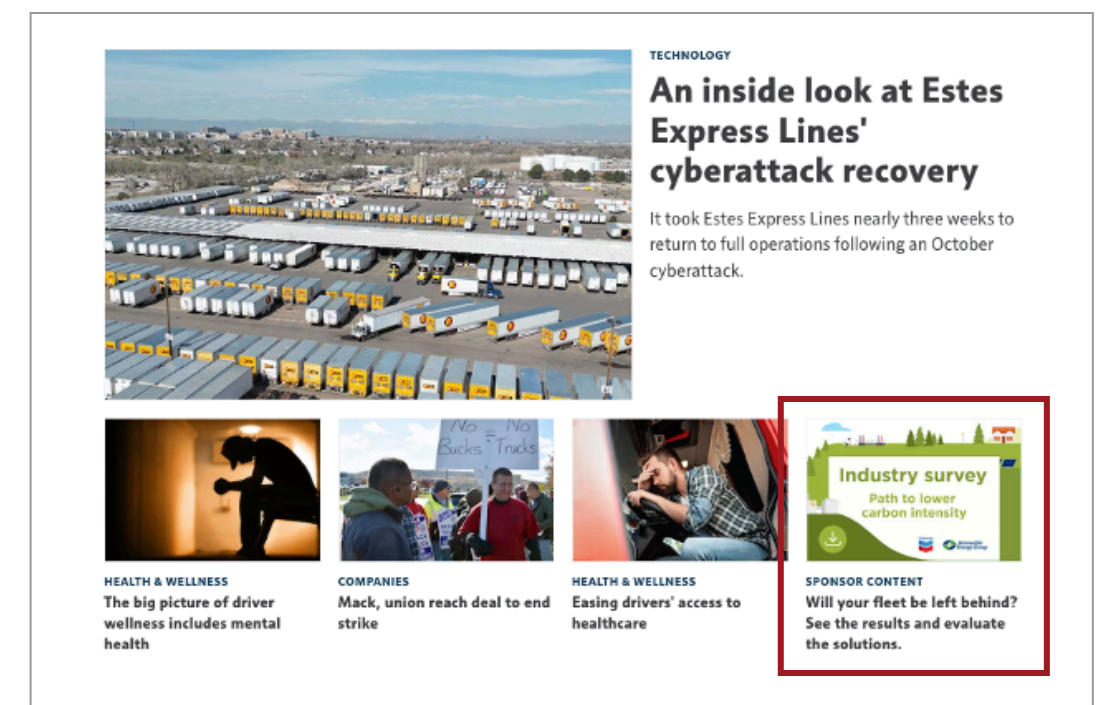
Mobile: 430x720

Price: \$3,000/week



3. Featured Sponsor

When you want the top position available to showcase your content, consider the Featured Sponsor position on our homepage and within Top Stories. This position can take users to your site or a landing page we build for you.



Specifications:

Image size: 500x334

Text: 175 character limit

Sponsor name

Price: \$1,250/week

Brand Newsletter Ad Positions & Pricing

Ad Specifications

Ad Type	Specs	Format
1. Sponsorship Leaderboard Text Ad (Exclusive Position)	<ul style="list-style-type: none"> • Logo image: 115x86 • Sponsor name • Text: 120 character limit • CTA Text and Link 	JPG or PNG
2. Premium Text Ad (Rotating Position)	<ul style="list-style-type: none"> • Logo image: 115x86 • Image: 500x334 • Sponsor name • Text: 120 character limit • CTA Text and Link 	JPG or PNG
3. Native Articles (Rotating Position)	<ul style="list-style-type: none"> • Title • Teaser: 175 character limit • No thumbnail image in the newsletter 	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 *
Overdrive Daily Report 5x per week	113K	\$9K	\$8K
Regulatory Rundown 4x per month	108K	\$2.75K	\$1.75K
Haul With Authority 4x per month	33K	\$2.75K	\$1.75K
Custom Rigs 4x per month	15K	\$1,925	\$1,650

*Top position sold exclusively. Monthly rates shown.

Rotating ads ensure equal exposure between 5 ad positions for dailies and 4 ad positions for weeklies.

View in browser | overdriveonline.com

OVERDRIVE Daily Report

From our Partner

Logistics Express
Our GPS truck tracking helps you manage all the complex requirements of a trucking fleet.
[Learn more at LogisticsExpressConnect.com](#)

NEWS

Crooks Posing As Carriers And Brokers Stealing Millions In Growing Identity Theft Schemes
From Overdrive's Broker Reforms series earlier this year: Alarms are ringing over a scheme where perpetrators impersonate both carriers...

Advertisement

Logistics Express
Our GPS truck tracking helps you manage all the complex requirements of a trucking fleet.
[Learn more at LogisticsExpressConnect.com](#)

NEWS

Volkswagen Ups Offer To Acquire Navistar
Volkswagen's commercial truck arm, Traton, on Thursday bumped its offer to acquire Navistar from \$35 to \$43 per share.

CHANNEL 19

Do More Offsite Carrier Audits Translate To More Safety Ratings For Owner-Ops?
The short answer appears to be 'no' with an examination of safety-rating numbers as of the end of August.

Advertisement

PlayArrow
We're on a mission to arm truckers with the information, technology, and know-how to take control of their business and feel the freedom of being an independent owner-operator again.
[Learn more at PlayArrow.com](#)

NEWS

PrePass Adds Safety Alerts For Drivers To App
The PrePass Motion app will alert drivers of steep grades, gusty winds, runaway truck ramps, work zones, truck parking availability, rest areas...

DATA SNAPSHOT

Median Employee Driver Age

Median age for the driver population remains well above the U.S. average of 42, and average pay in the for-hire industry (national, irregular route van drivers) was just two-thirds of that of private fleet drivers.

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.

READER RIGS

Sam Redmon's 2007 Peterbilt 379
Sam Redmon owns this 2007 Peterbilt 379 and hauls mostly refrigerated products in his Redmon Transport operation

FEATURED RESOURCES

SPONSORED WHITEPAPER

How Business Leaders are Moving Freight Logistics to the Digital Landscape
For effective commercial vehicle asset utilization, collaboration is essential under any circumstances. But only by creating a true community of transportation industry stakeholders...

PODCAST

Rumble strips ahead: How to manage for downside risk in turbulent trucking times
Whatever your own business's individual situation, there's something for you in this talk with Gary Buchs and Kevin Rutherford in large part on best practices in a time like the present.

E-BOOK

The Air Brake Book, 10th Edition
We're proud to bring you the Air Brake Book, 10th Edition. Since we published the last edition, the industry has seen several regulations and safety initiatives that have impacted the stopping requirements...

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 *Overdrive's* Partner Insights on the homepage, in articles and on the *Overdrive Daily* newsletter, then drive qualified traffic to it by promoting it across multiple channels.

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 *OVD's* Partner Insights
- ✓ Activate multi-channel promotions, including Facebook, newsletters
- ✓ 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

[Related: [Congress floats third effort to block speed limiter mandate](#)]

PARTNER INSIGHTS

Information to advance your business from industry suppliers

What are your fleet's biggest challenges?
Today's technology holds the keys to helping you overcome them.
← SOLERA | SmartDrive

PRESENTED BY SOLERA
What are your fleet's biggest challenges?



PRESENTED BY NIKOLA CORPORATION
How to Create an Electric Vehicle Charging Ecosystem for Trucking Fleets

Compare lower carbon solutions.

- Biodiesel
- Hydrogen
- Electric
- CNG
- LNG

PRESENTED BY CHEVRON RENEWABLE ENERGY GROUP
Find the best fit for your fleet to reach your lower carbon intensity targets. COMPARE NOW .

Wildfires prompt HOS exemptions in Canada

Wildfires in western Canada have prompted Transport Canada to grant

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
S R ASHE TRKING LLC	OWNER OPERATOR	-	9	0
KORDELL TRUCK & TRAILER SALES	OWNER OPERATOR	-	4	1
GIST ENTERPRISES	OWNER OPERATOR	-	4	0
BW TRUCKING	OWNER OPERATOR	-	4	0
CLAW HOLDINGS LLC	OWNER-OPERATOR	-	3	0
JOHN MORGAN TRANSPORT INC	OWNER OPERATOR	-	3	0
REESEDAHL FARMS	OWNER OPERATOR	-	3	0
ANCHOR BAY EXPRESS LLC	OWNEROPERATOR	-	3	0
FREEMAN TRANSPORT LLC	OWNER OPERATOR	-	3	0
BERLE TATE CONSULTING SERVICES	OWNER OPERATOR	-	3	0
MYERS TRUCKING	OWNER OPERATOR	-	2	1
ELMER WELKER	OWNER OPERATOR	-	2	0
COOL RUNNINGS LOGISTICS INC	OWNER OPERATOR	-	2	0

401 - 500 / 1113 < >

CONTENT STUDIO

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

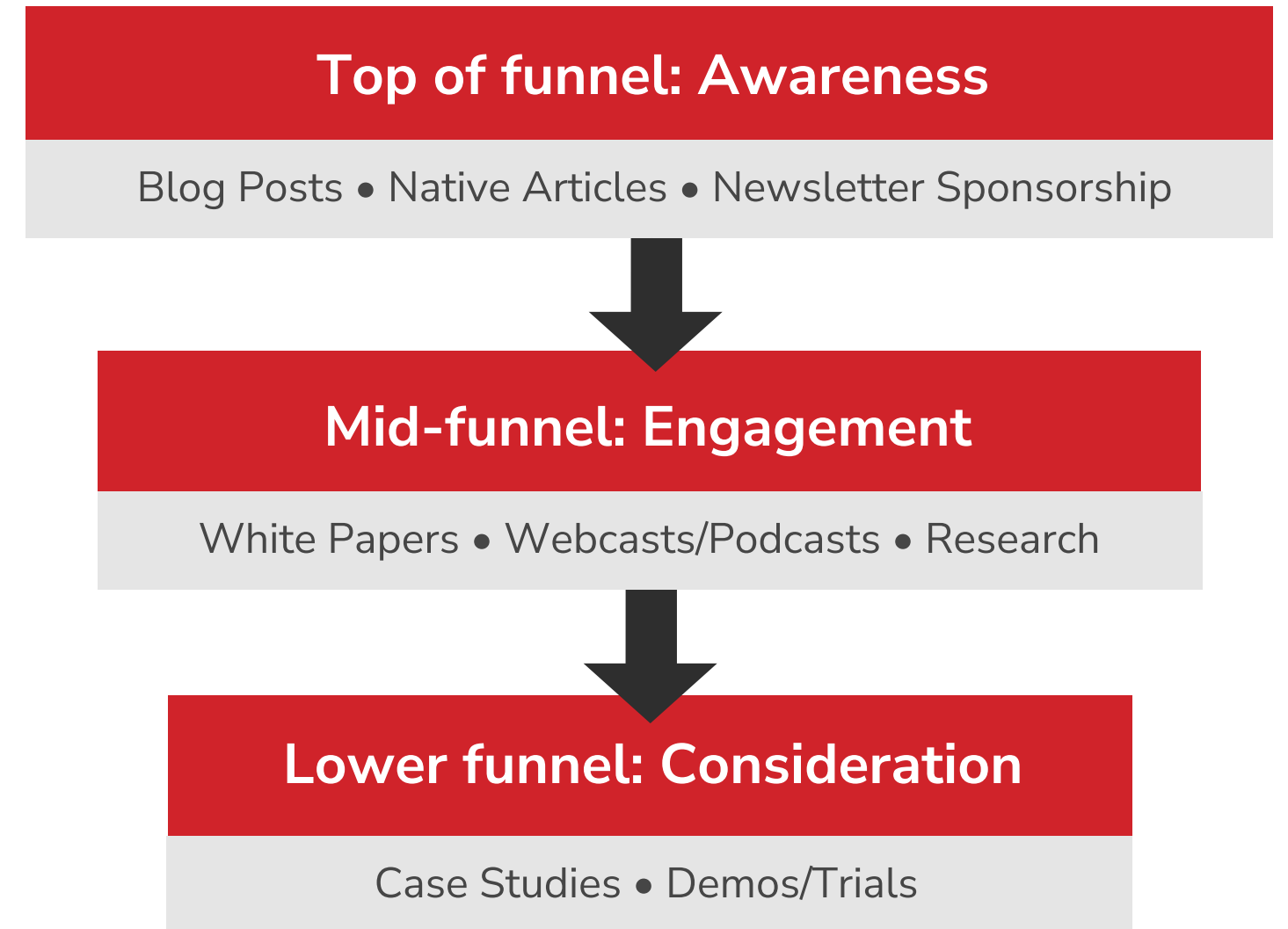
Will your message cut through the clutter?

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...

*Forrester



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](#)

Overdrive sponsorships offer opportunities to showcase your brand

Podcast

Overdrive Radio – the industry’s only award-winning* podcast

During this weekly podcast, *Overdrive* editor Todd Dills interviews the most interesting people and companies in trucking. Don’t miss this opportunity to reach nearly 50,000 listeners right in the cabs of their trucks.



Business Program

Overdrive’s Partners In Business

Since 1997, *Overdrive*’s Partners in Business program has been the leading resource for prospective and existing owner-operators. Each year, *Overdrive* editors and American Truck Business Services consultants produce comprehensive how-to content – delivered through our newsletter, website and during an annual workshop at the Mid-America Trucking Show – to help owner-operators achieve superior business results.



Awards Programs

Small Fleet Champ

Now in its 6th year, *Overdrive*’s Small Fleet Champ recognizes small fleets that have demonstrated the industry’s best practices and positioned themselves for long-term financial stability and capacity for growth. Championship belts will go to the winners in two divisions: 3-10 trucks and 11-30 trucks. Program content runs March through November on *Overdrive*’s digital, newsletters and social media channels, culminating with an awards presentation during the annual NASTC event in Nashville in November.



Trucker of the Year

Overdrive’s Trucker of the Year program highlights owner-operators with demonstrated above-average profit and safety and who have put small-business-trucking best practices in place, laying the groundwork for long-term business health. This year-long program offers excellent sponsor visibility, including a webcast to announce the winner and during winner recognition at major industry events.



*2022 Neal Award Winner – Best Podcast

Why use our data-driven digital marketing?

1

We identify the owner-operators you want to reach using RigDig

- Fleet size
- Region of operation
- Make, model
- And other criteria

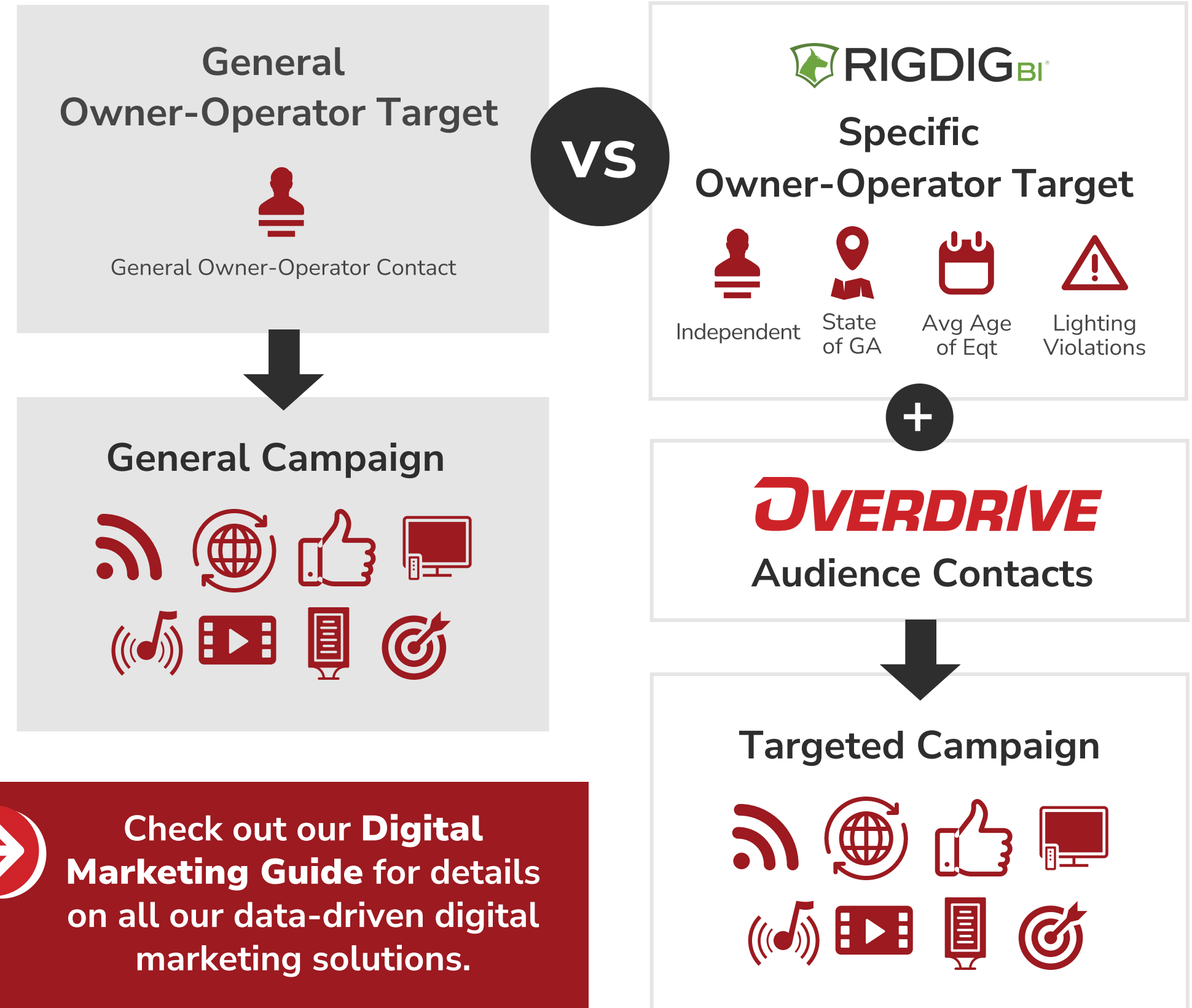
2

We then match your target list with our *Overdrive* 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



Contact Us!

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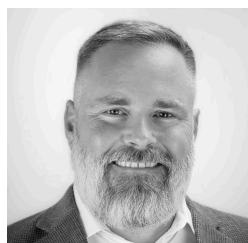
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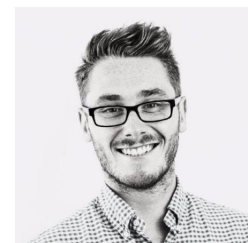
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