

2025



# MEDIA GUIDE

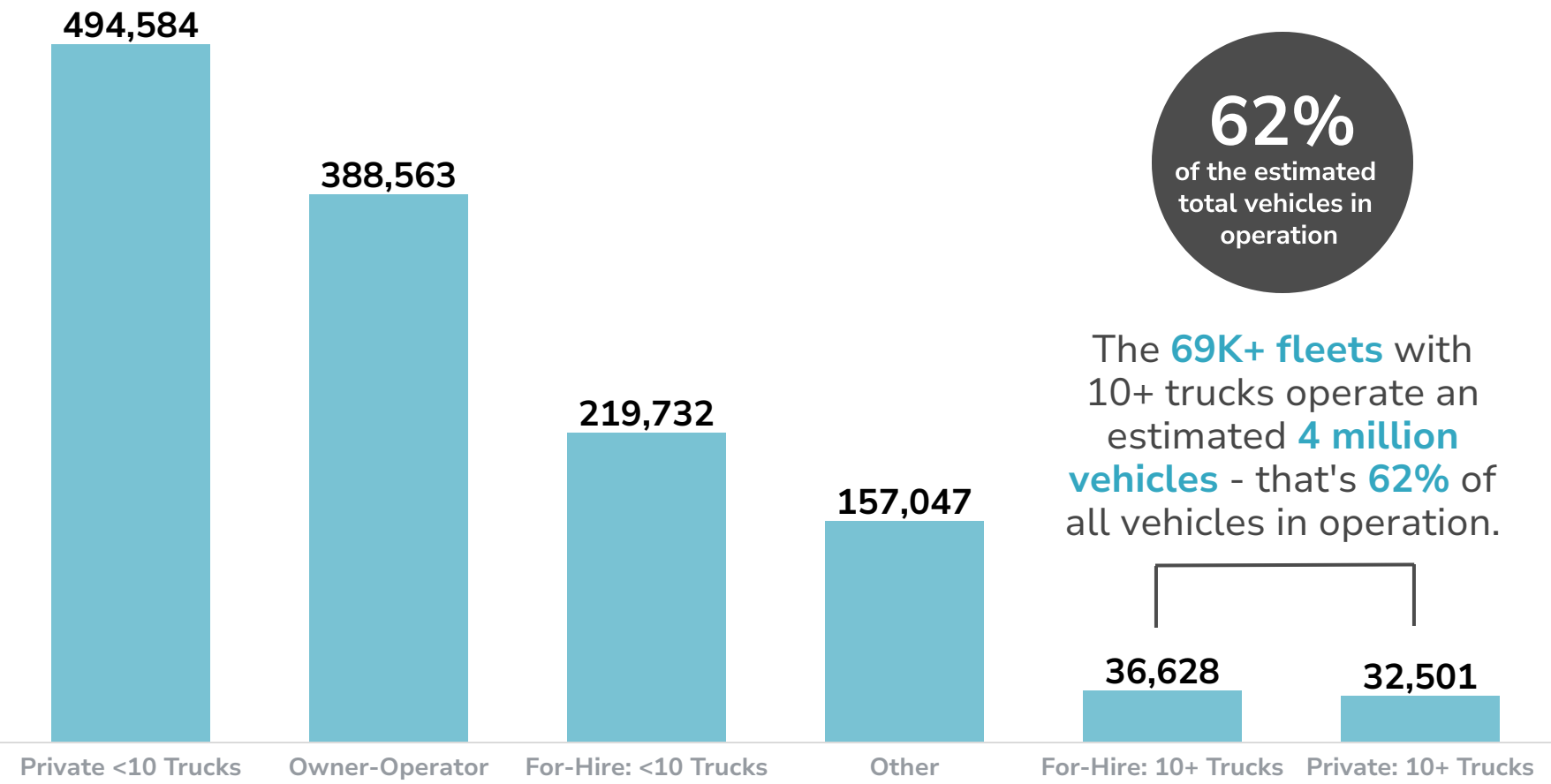




# Trucking Industry Snapshot

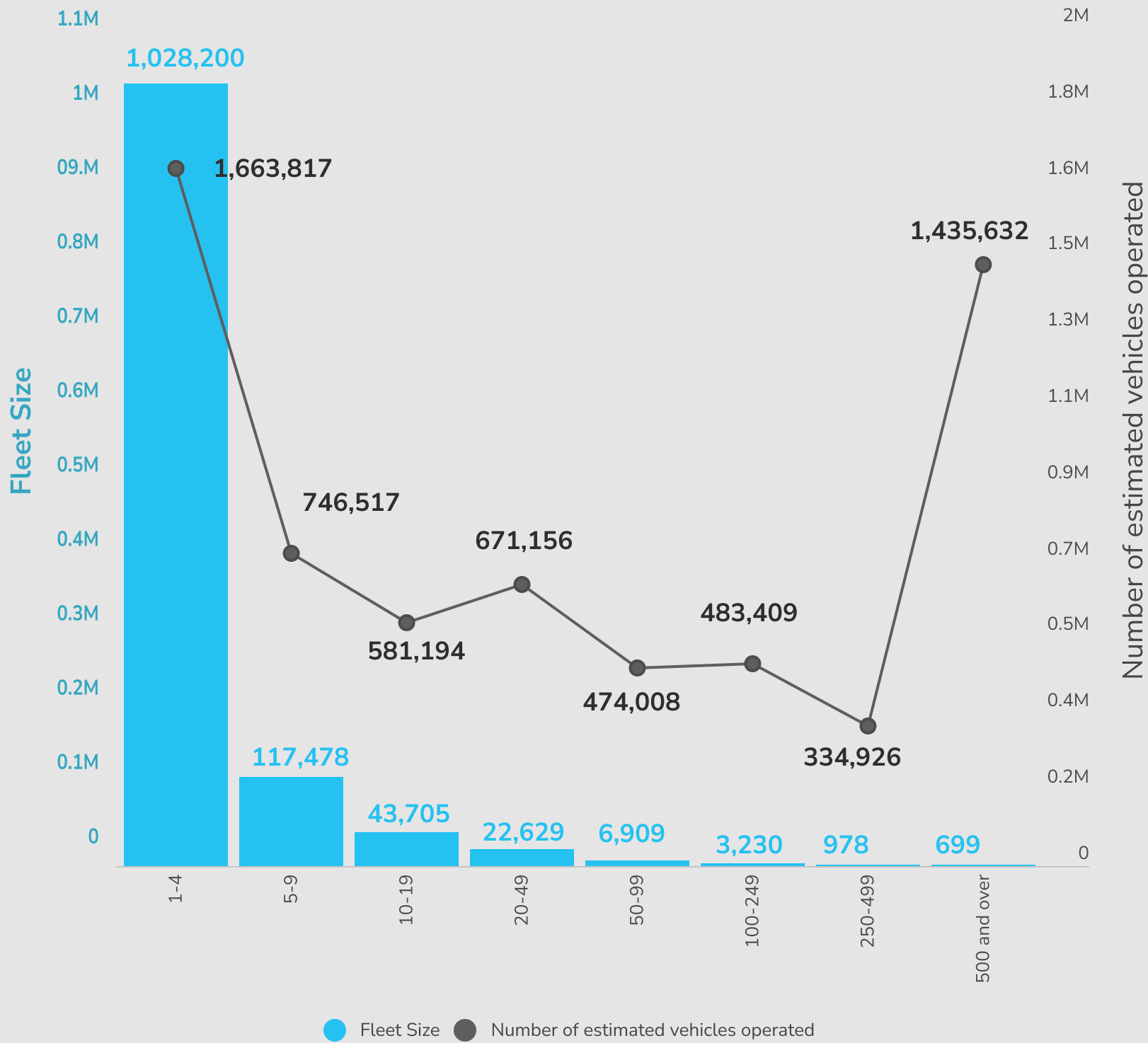
Through its sister product Rig Dig Business Intelligence, CCI can identify active fleets operating in the U.S. by fleet size, operating type and other factors.

## 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



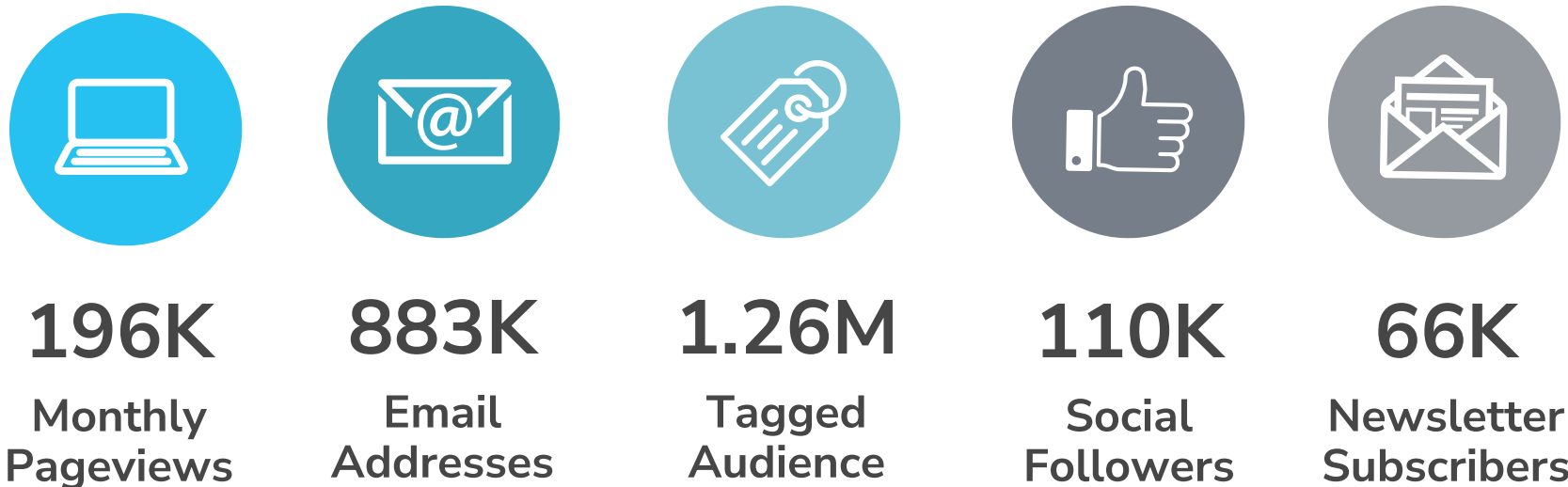
Analysis of active fleets from RigDig® Business Intelligence. Active fleets with an estimated fleet size of one or more are grouped into RigDig®'s estimated fleet size category. The chart displays the count of fleets and the estimated number of vehicles in each group. NOTE: These are just some of the 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

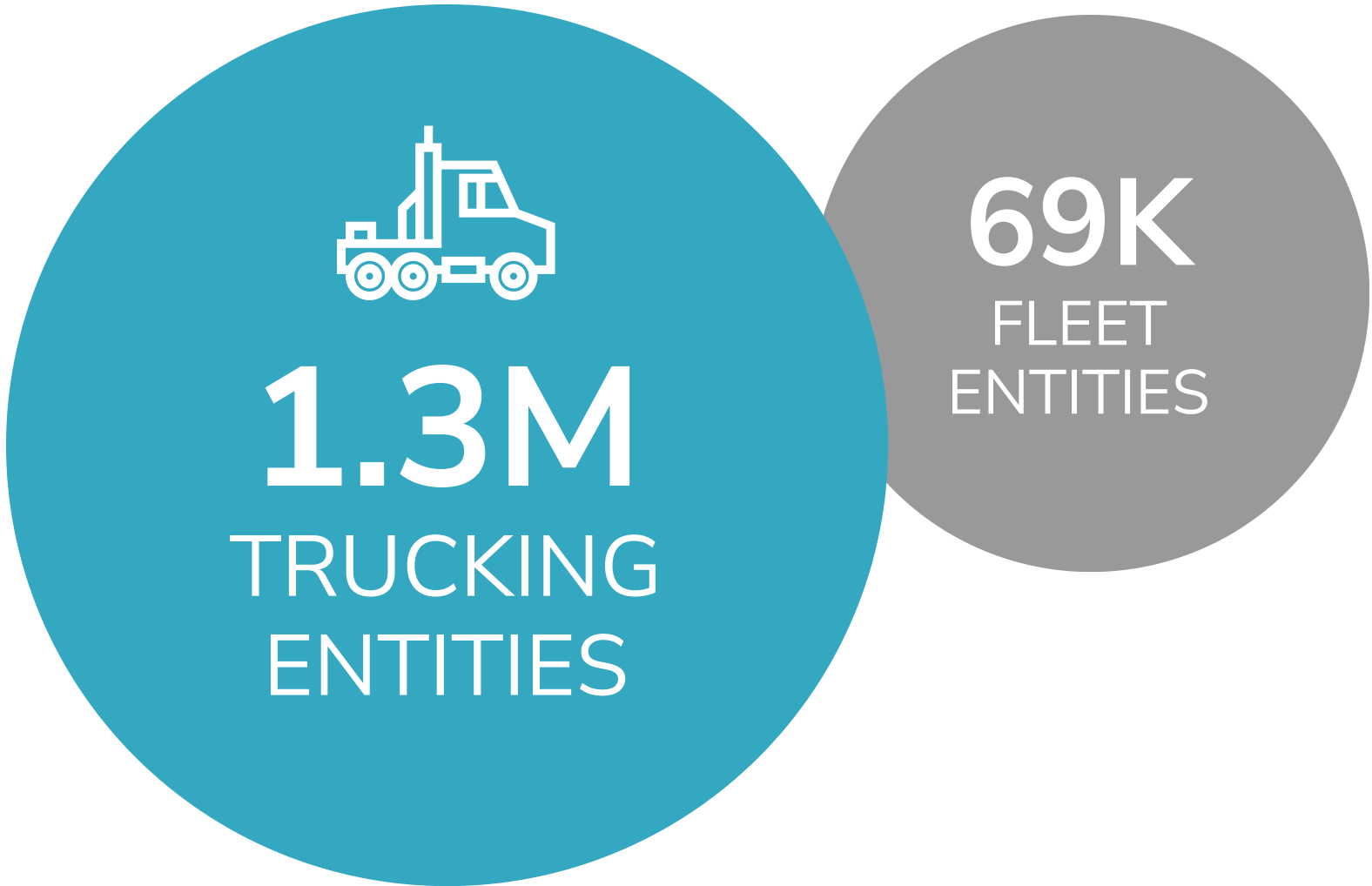
## RigDig has 1.3 million entities across all trucking segments

- 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.

## CCJ's large engaged audience



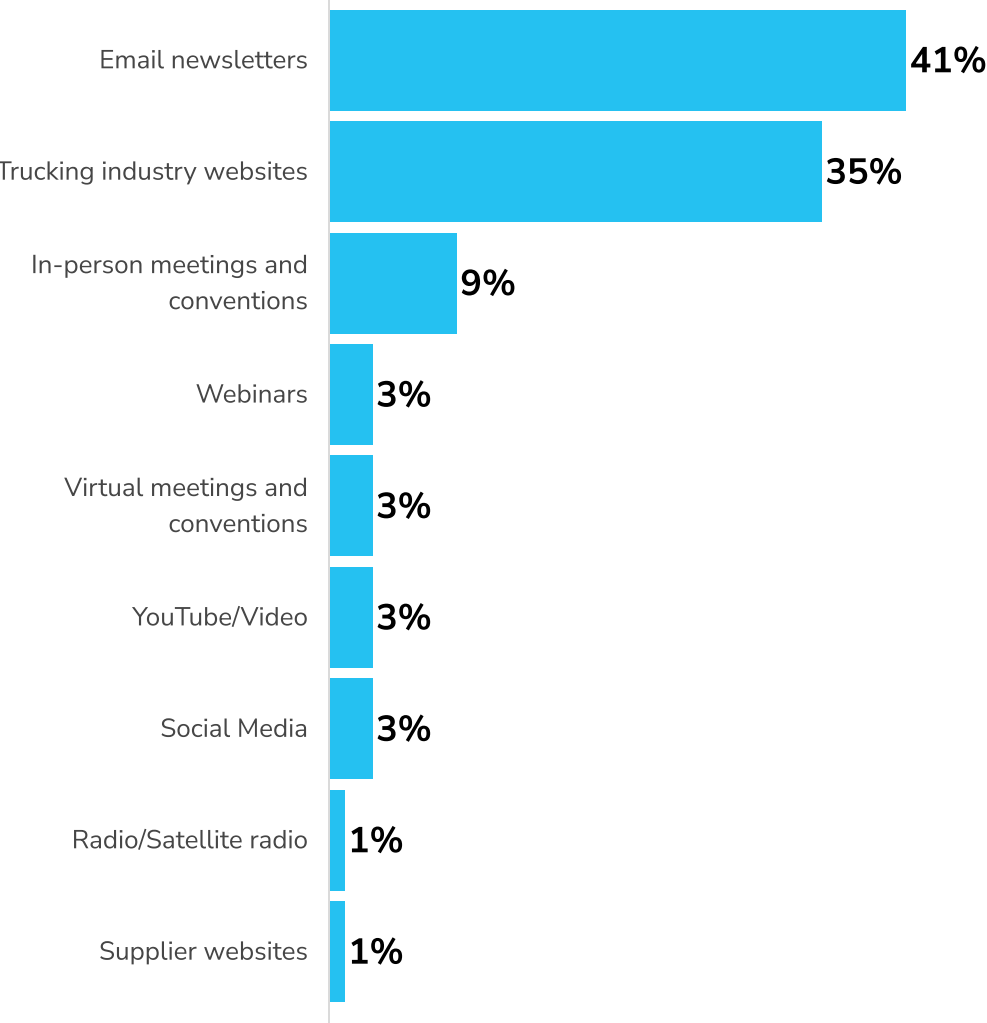
Need to reach trucking dealers, parts distributors and repair facilities? Use CCJ's sister brand, TPS.



# CCJ: Access to an influential audience

More than 90% of our audience are decision-makers in management positions who 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.

## Preferred Source for Industry Information



## We know who's reading

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

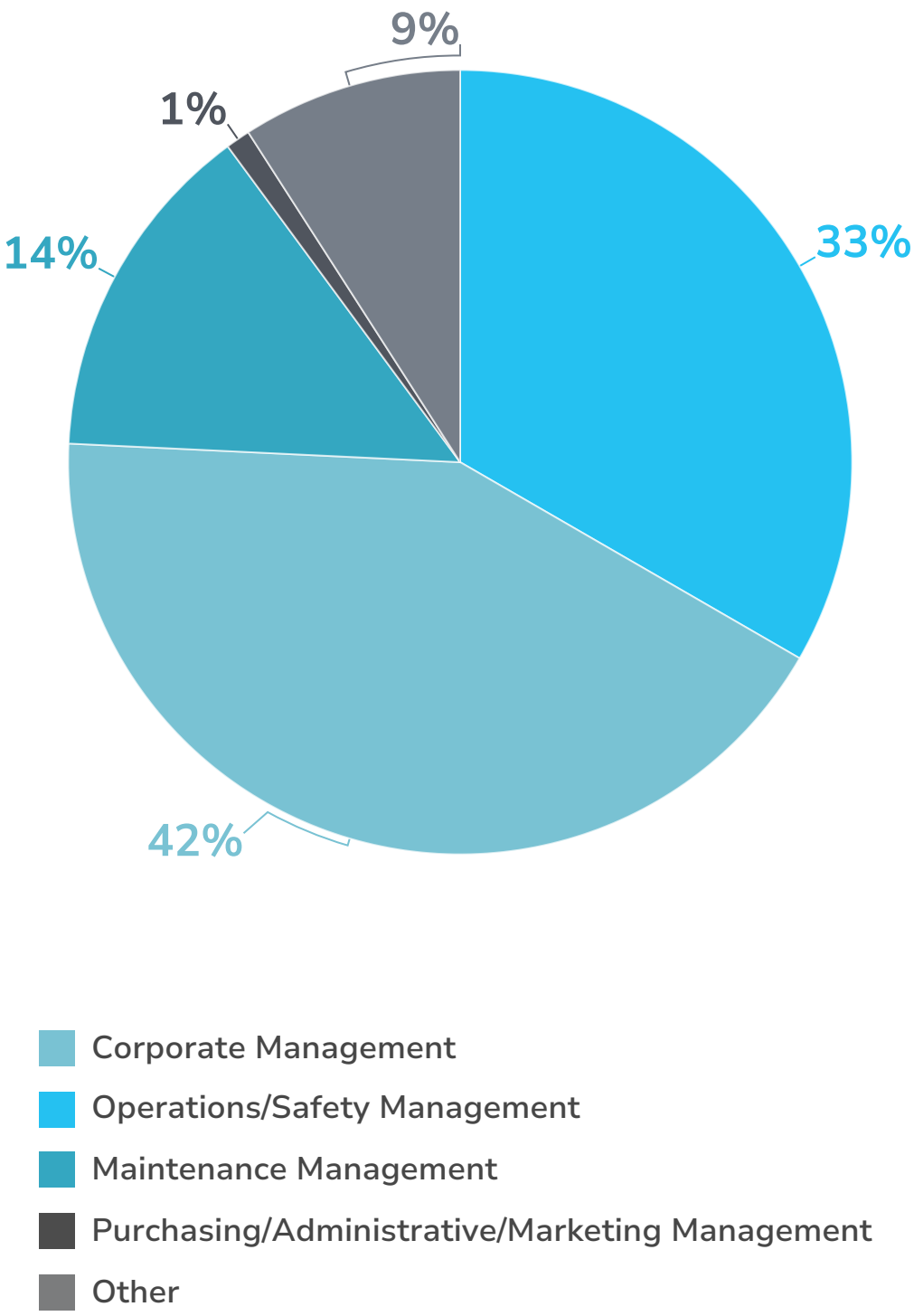
### Our known audience data includes:

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

## CCJ Audience by Fleet Size

10 to 24 Units	22%
25 to 50 Units	16%
51 to 100 Units	19%
101 to 250 Units	14%
251 to 500 Units	10%
More than 500 Units	19%

## CCJ Audience by Job Function



Source: 2024-2025 CCJ Buyer Behavior and Connectivity Report

# Your ad + Award-Winning Content = Higher Engagement

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



## Website

94K Unique Monthly Visits

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



## Newsletters

*CCJ* Daily Report 66K Recipients

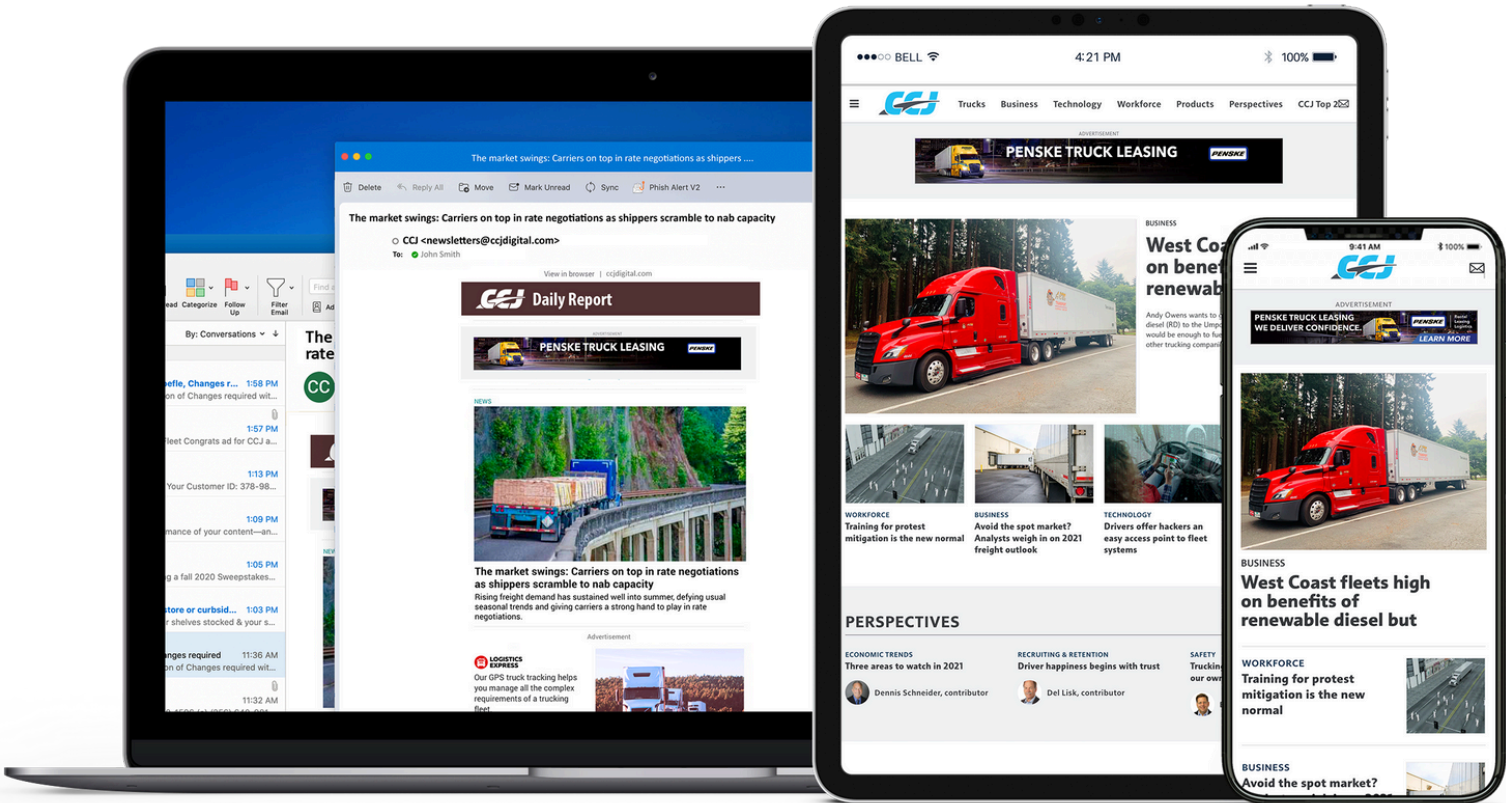
Content that goes beyond the “who, what, where and when” of industry issues to dig into the “why and how” our audiences need to make savvy decisions.

### *CCJ* Technology Weekly 9.2K Recipients

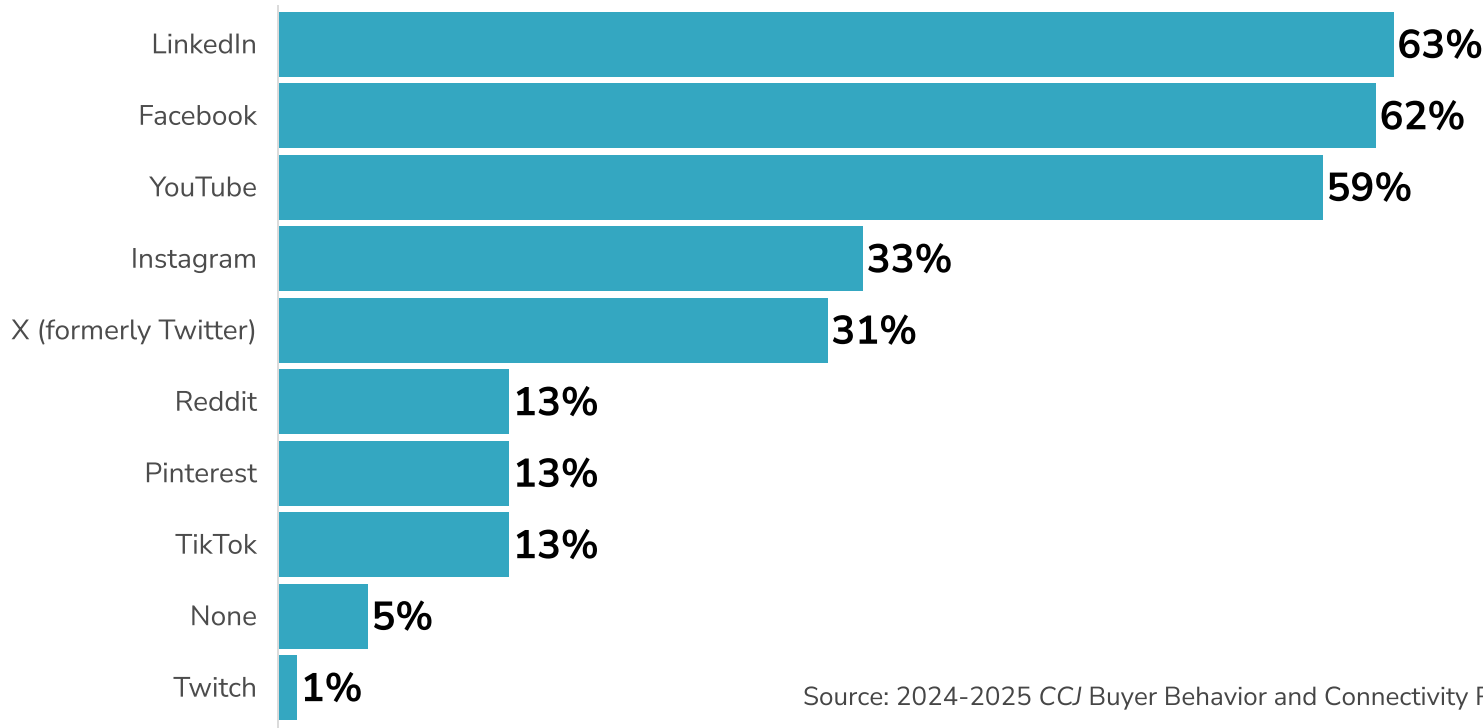
Trucking’s most-respected technology editor hand picks the top tech content of the week, making this a must-read for every IT executive and decision-maker.

### *CCJ* Equipment Weekly 15.4K Recipients

Trucking’s equipment landscape changes rapidly but *CCJ*'s equipment expert keeps fleet managers informed with the latest news and in-depth analysis.



## Fleet executives are active on social media



Source: 2024-2025 *CCJ* 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.

**CCJDigital.com Run-Of-Site: \$46 CPM**

**Additional Option: Sponsorship Leaderboard** (Exclusive Position<sup>1</sup>)  
Weekly: \$6.9K | Monthly: \$23K

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

## Ad Specifications\*



### Desktop

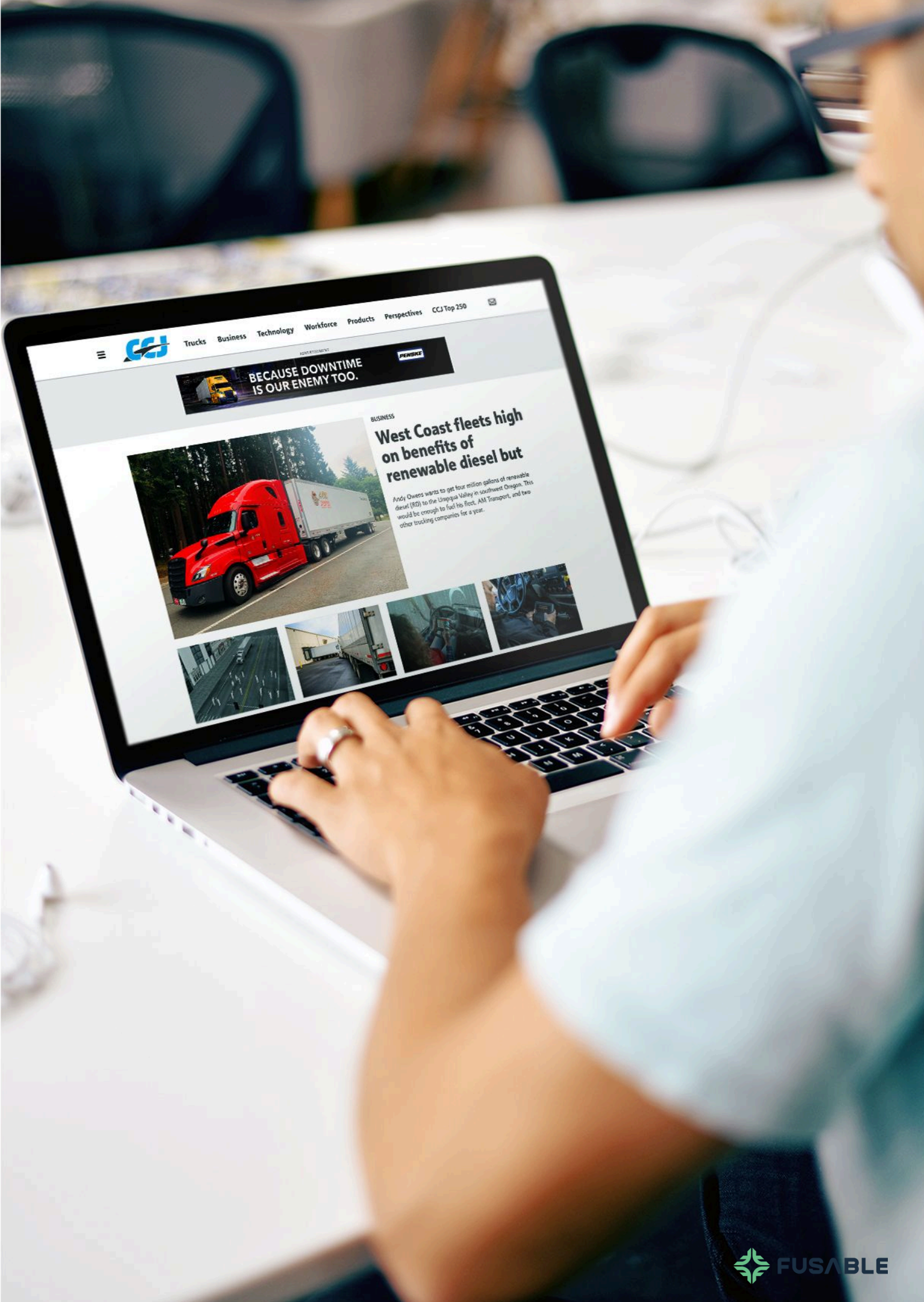
- 970 x 90\*\*
- 970 x 250
- 728 x 90\*\*
- 300x250 with text



### Mobile

- 320 x 100
- 300 x 250

\*1 MB maximum file size \*\* Sponsorship Leaderboard Position



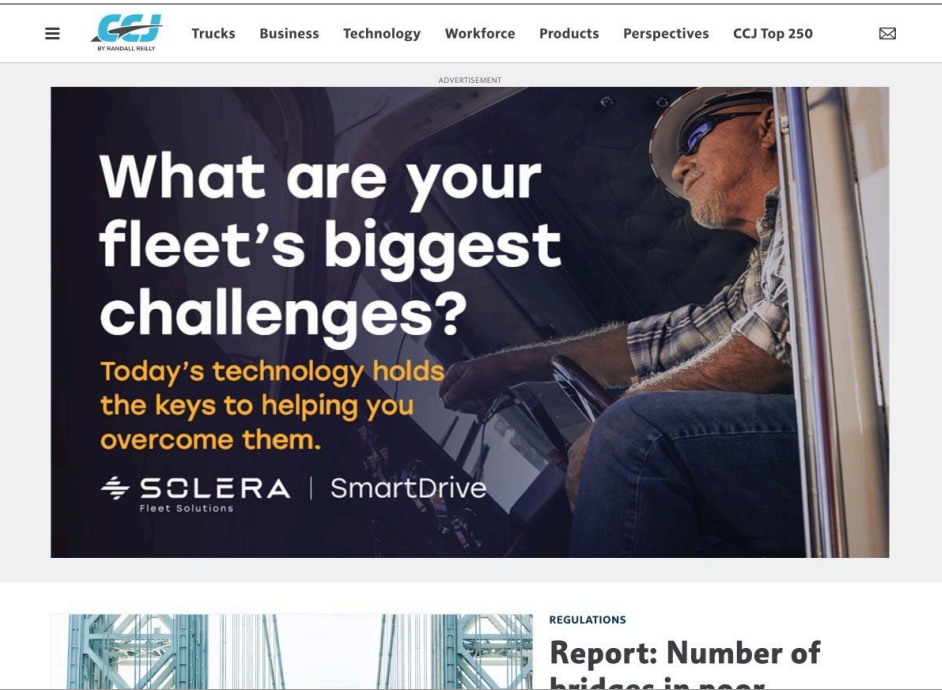


# CCJ premium ad positions

Check out these highly effective ways to reach CCJ's fleet decision-makers

## 1. Welcome Ad

Place your messaging front and center when fleet executives visit CCJ. 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

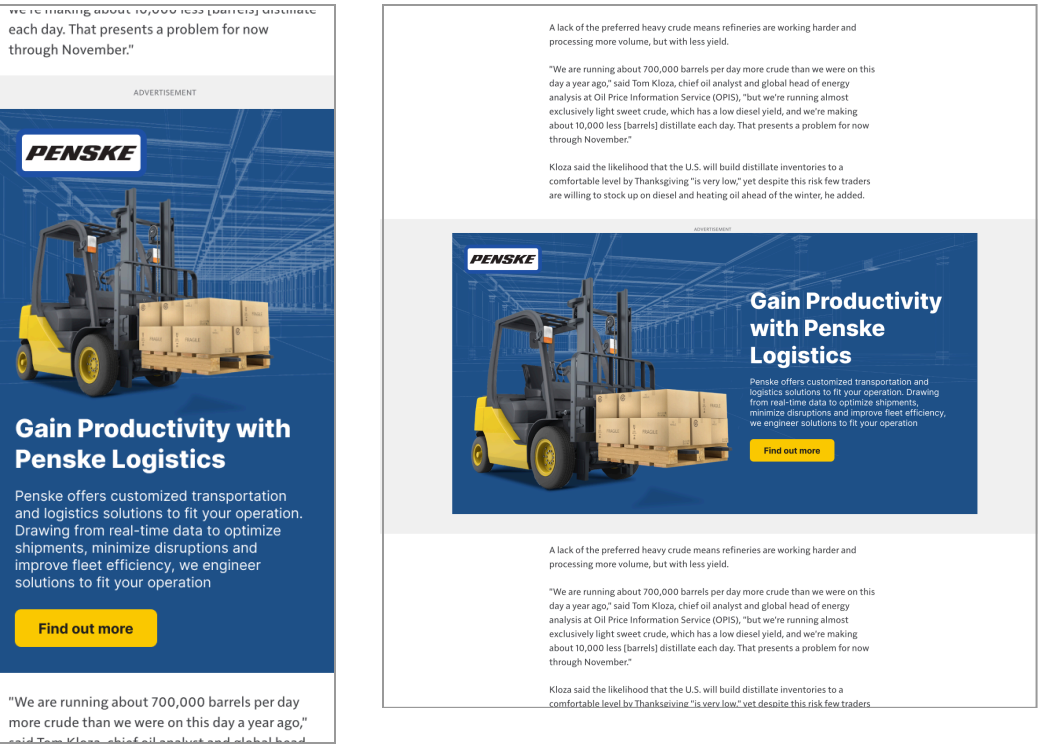
Tablet: 736x414

Mobile: 428x241

Price: \$2,875/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:

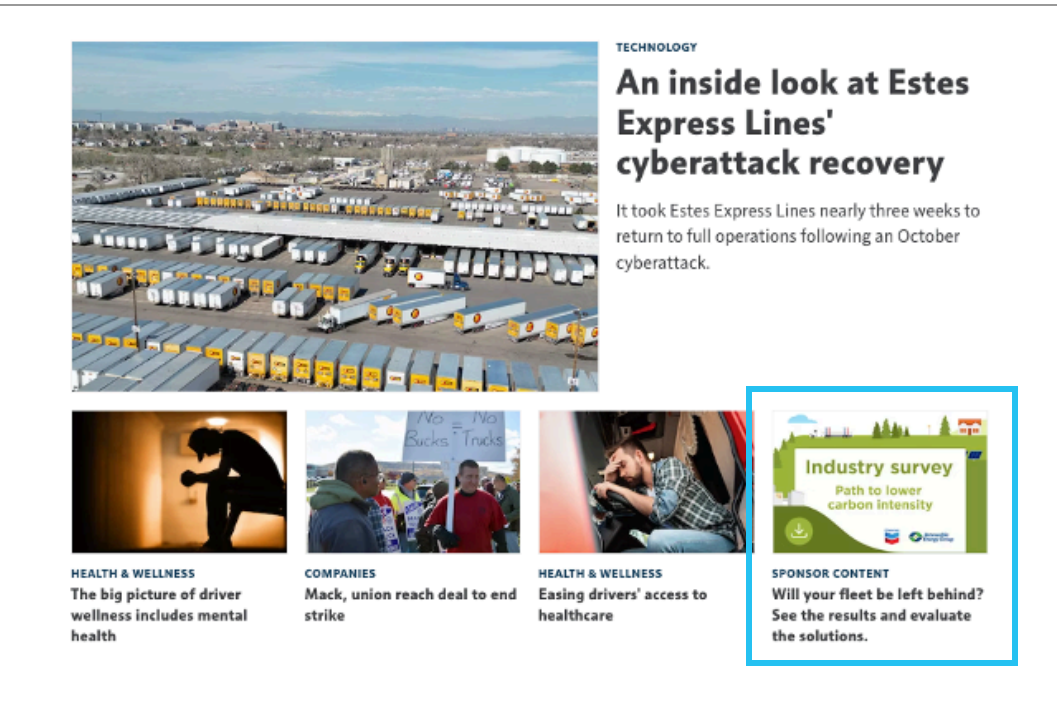
Desktop: 1124x600

Mobile: 430x720

Price: \$3,450/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: \$1,450/week



# Brand Newsletter Ad Positions & Pricing

## Ad Specifications

Exclusive Ad Type	Specs	Format
1 Sponsorship Leaderboard Text	<ul style="list-style-type: none"><li>- Logo image: 115x86</li><li>- Main Text: 250 character limit</li><li>- CTA Text: 75 character limit</li><li>- URL Link</li></ul>	JPG or PNG
Rotating Ad Type	Specs	Format
2 Premium Text Ad	<ul style="list-style-type: none"><li>- Logo image: 115x86</li><li>- Image: 500x334</li><li>- Main Text: 250 character limit</li><li>- CTA Text: 75 character limit</li><li>- URL</li></ul>	JPG or PNG
3 Native Text Ad*	<ul style="list-style-type: none"><li>- Main Text: 250 character limit</li><li>- CTA Text: 75 character limit</li><li>- URL</li></ul>	

\*Can use same text as Premium Text Ad

Newsletter	Circulation	Leaderboard Position *	Rotating Position *
CCJ Daily Report 5x per week	66K	\$10,350	\$9,200
CCJ Technology Weekly 4x per month	9.2K	\$2,012	\$1,725
CCJ Equipment Weekly 4x per month	15.4K	\$3,162	\$2,012

\*Top position sold exclusively. Monthly rates shown.

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

1

View in browser | overdriveonline.com

CCJ Daily Report

From our Partner

LOGISTICS EXPRESS

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

NEWS



**The market swings: Carriers on top in rate negotiations as shippers scramble to nab capacity**  
Rising freight demand has sustained well into summer, defying usual seasonal trends and giving carriers a strong hand to play in rate negotiations.

2

Advertisement

LOGISTICS EXPRESS

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



NEWS

**Starting next week, drivers will be able to pause their 14-hour clock under new HOS regs — here's how**  
Starting next Tuesday, Sept. 29, drivers will be able to effectively pause their 14-hour on-duty clocks for periods of several hours per shift under the ...

**Getting blitzed: Cargo securement violations can turn deadly**  
The top five violations for CVSA's annual safety blitz are failure to prevent shifting/loss of load; failure to secure truck equipment; damaged tie downs; insufficient number of tie downs; and loose tie downs.

2

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...

3



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.  
  
Source  
[Trucks, Parts, Service 2020 Survey](#)

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...

CCJ

BY RANDALL REILLY



Sign up  
Did someone forward you this email? [Sign up here](#)



# 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 CCI’s Partner Insights on the homepage, in articles and on the CCI Daily newsletter, then drive qualified traffic to it by promoting it across multiple channels, such as Facebook and LinkedIn.

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 CCI’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

[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?**

**How to Create an Electric Vehicle Charging Ecosystem for Trucking Fleets**

**PRESENTED BY NIKOLA CORPORATION**

**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
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

401 - 500 / 1113

# CONTENT STUDIO

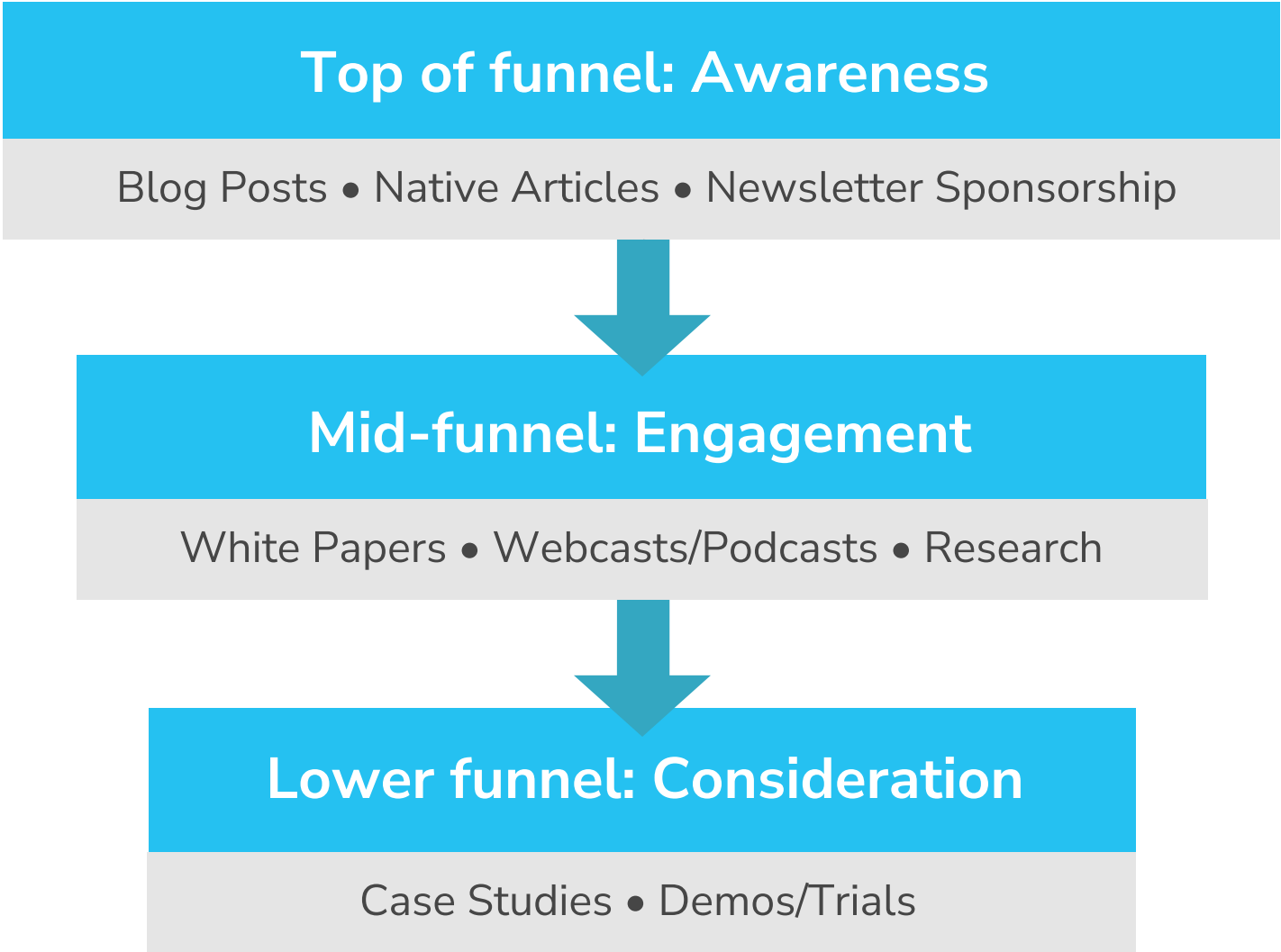
The average buyer consumes 5-8 pieces of content before making a buying decision

## 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...          |



## The Content Studio Process

- |   |   |  |   |
|---|---|--|---|
| <b>1</b> <b>Discovery Workshop</b> <ul style="list-style-type: none"><li>• Target audience</li><li>• Challenges</li><li>• Goals</li></ul> | <b>2</b> <b>Audience-Building Plan</b> <ul style="list-style-type: none"><li>• Personas</li><li>• Content</li><li>• Distribution recs beyond native</li></ul> | <b>3</b> <b>Plan Execution</b> <ul style="list-style-type: none"><li>• Custom audience</li><li>• Content approved</li><li>• Content deployed</li></ul> | <b>4</b> <b>Tracking &amp; Performance</b> <ul style="list-style-type: none"><li>• Bi-weekly reviews</li><li>• Optimization recommendations</li></ul> |
|---|---|--|---|

[Check out examples of our work](#)



# Video programs and custom events offer opportunities to showcase your brand

## Videos

10-44

10-44 is a weekly webisode and podcast covering various aspects of the trucking industry. Our team of *CCJ* and *Overdrive* editors provide insights and analysis on current events, business trends, technology changes and equipment matters.

### Preventable or Not?

These monthly animated videos illustrate various accident scenarios and then ask the question: Was this accident preventable? Or not? The National Safety Council weighs in with the definitive answer, providing an effective teaching/learning tool to showcase best practices to prevent accidents.

### MarketPulse

Each month, MarketPulse delves into a different aspect of what's driving transportation – supply chain issues, labor woes, shifting consumer behaviors and energy trends – and answers the question: what does this mean for my trucking business?

### TechShorts

A weekly look at technology in trucking - from AI to telematics and everything in between.

[Check out CCJ's video programs on YouTube](#)



## Custom Events

### CCJ Innovators

For 20 years, *CCJ* each month has highlighted the industry's most innovative fleets. This coverage culminates in the industry's premier event, held each February at the exclusive Playa Largo Resort in Key Largo, Florida.

### CCJ Career Leadership Award

Currently in its 49th year, *CCJ*'s Career Leadership Award program recognizes professionals who have demonstrated substantial accomplishment, involvement, leadership and contributions to the truck maintenance profession. *CCJ* honors the award recipient at an annual reception, held on the eve of ATA's Technology & Maintenance Council Annual Meeting.



[Photo Gallery](#)

# 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
- Region of operation
- Make, model
- And other criteria

2

We then match your fleet list with our CCI 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

## General Fleet Target



General Fleet Contact

VS



## Specific Fleet Target



Fleet Manager



State of GA



Avg Age of Eqt



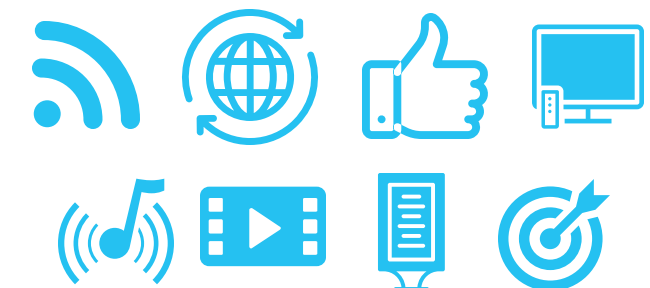
Lighting Violations



Audience Contacts



## Targeted Campaign



Check out our **Digital Marketing Guide** for details on all our data-driven digital marketing solutions.



# Contact Us!

## Editorial



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[CCJ - Commercial Carrier Journal](https://www.linkedin.com/company/CCJ-CommercialCarrierJournal)