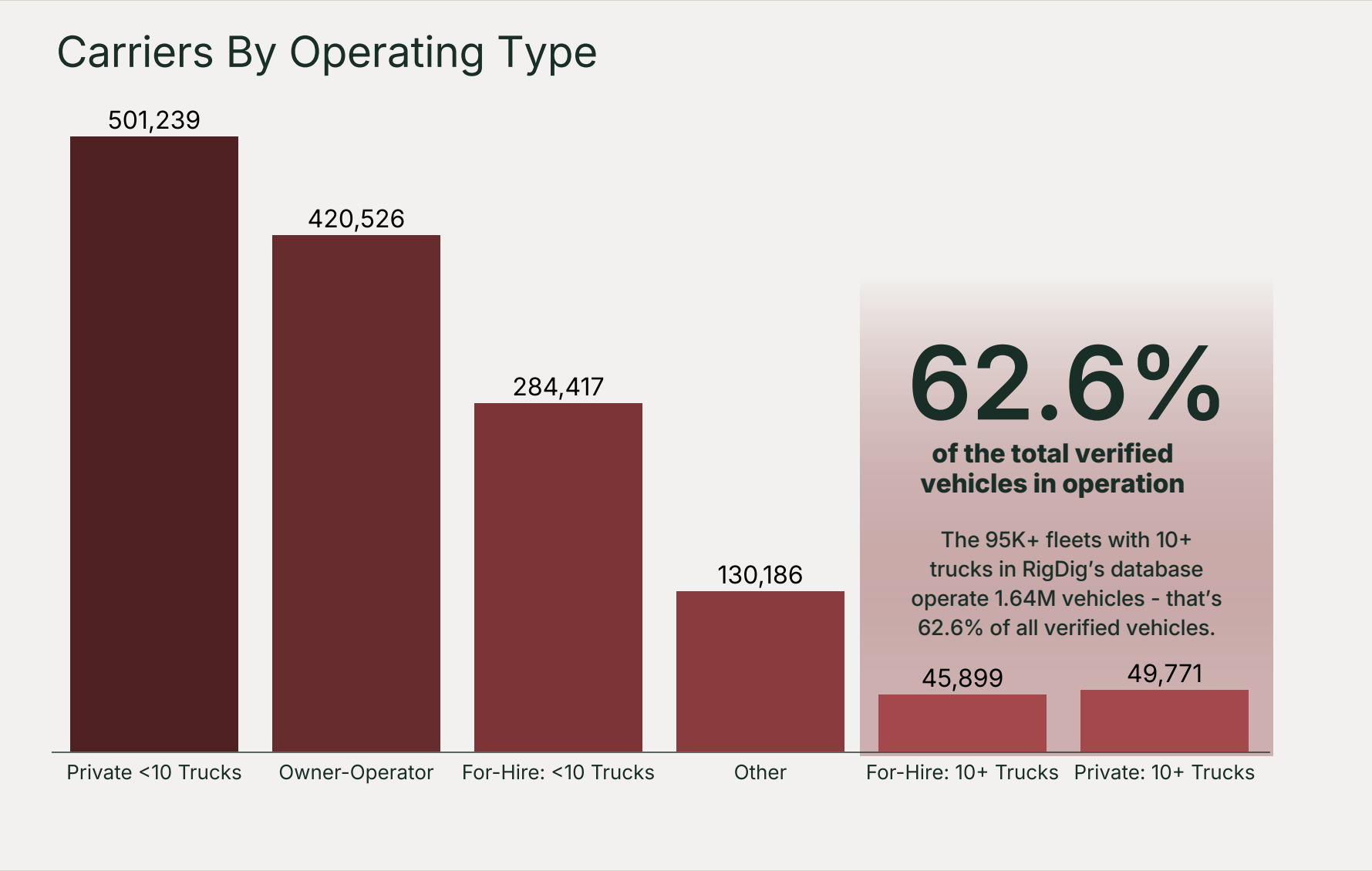


2026

Media Guide

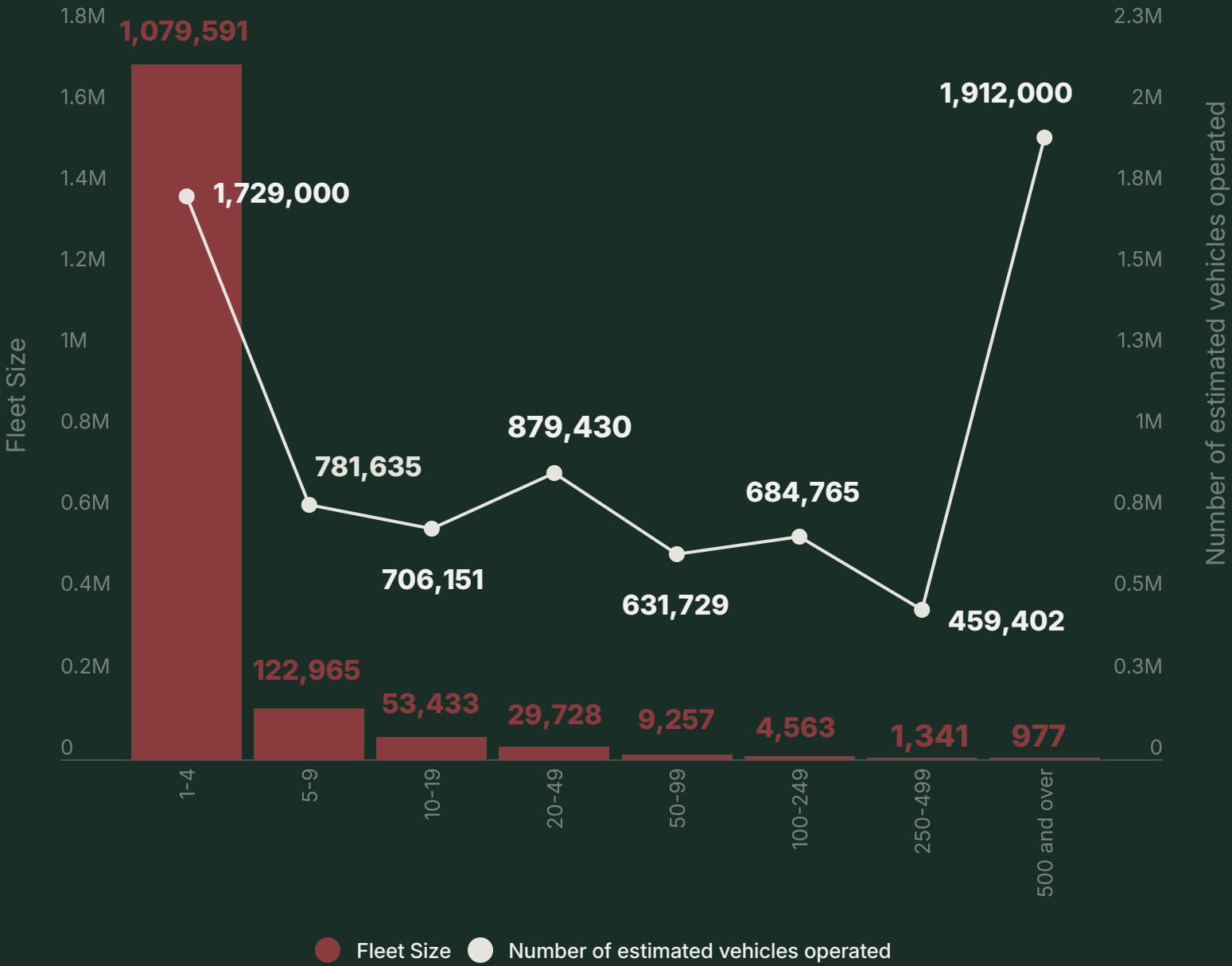
Trucking Industry Snapshot

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



Analysis provided by RigDig® gives insight into active fleets operating in the United States by operating segment. Operating segments are defined by RigDig® 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®. 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

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

384K

Monthly pageviews

96K

Active newsletter subscribers

2.2M

Tagged audience

489K

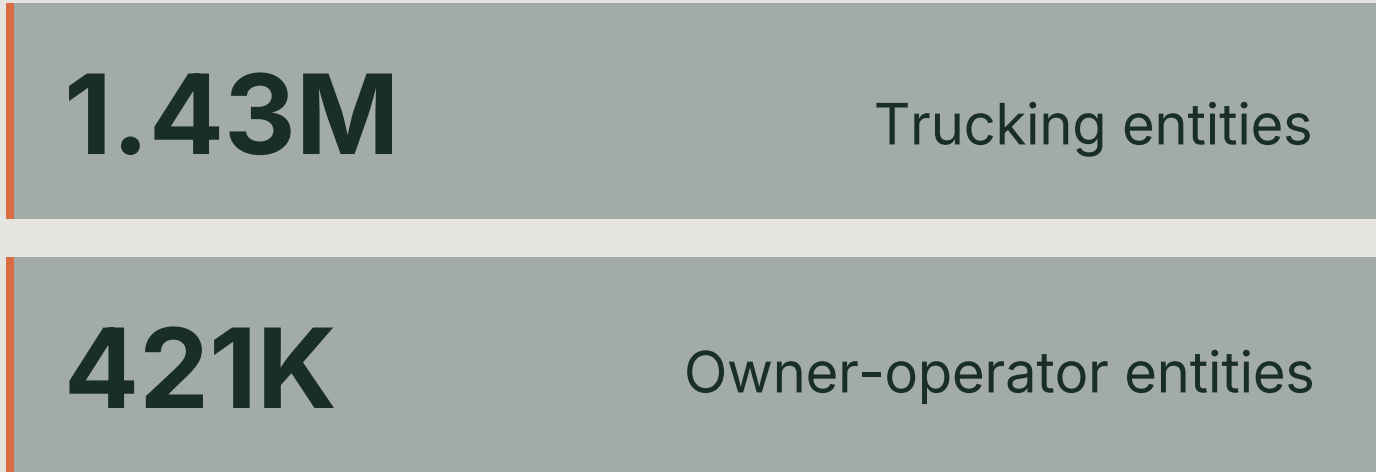
Social followers

301K

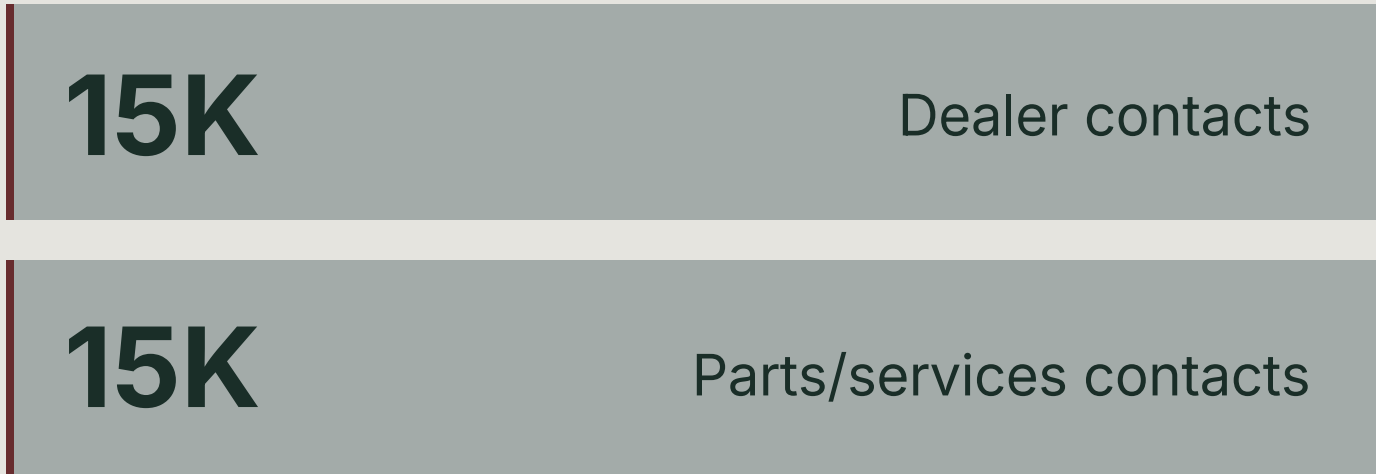
Email addresses



Reach trucking and fleet entities

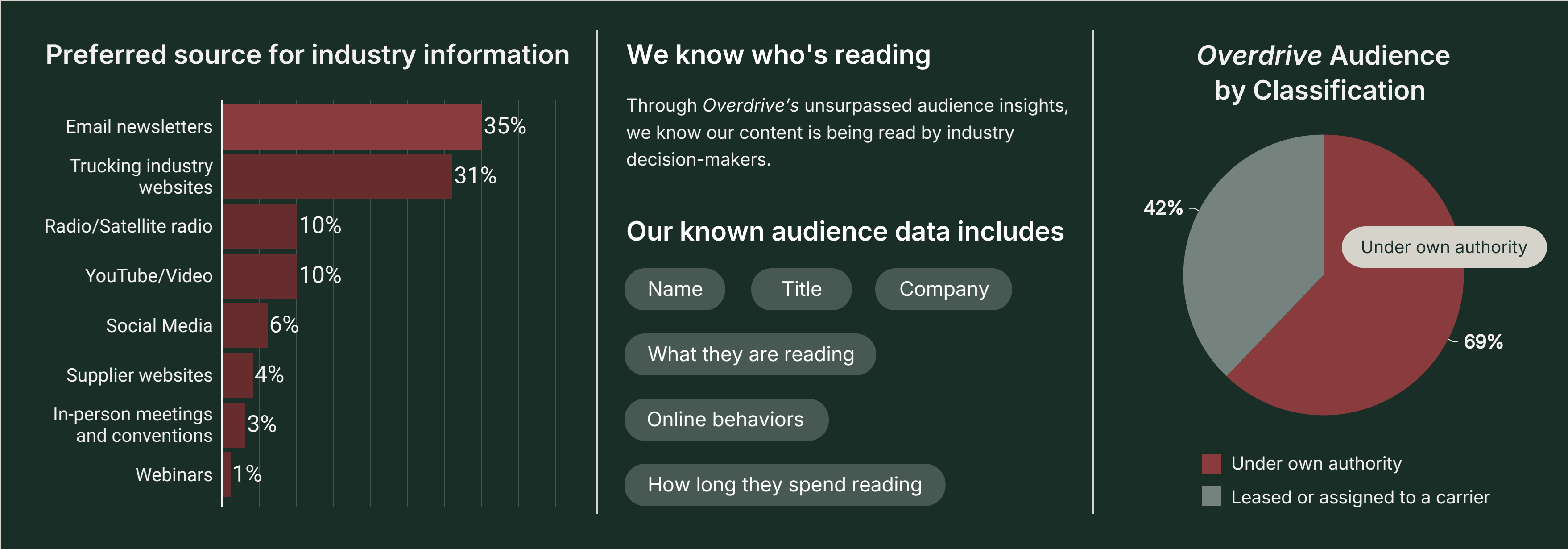


Want to reach trucking dealers, parts distributors and repair facilities? Use *Overdrives's* sister brand Trucks, Parts, Service.



Overdrive: Access to an influential audience

100% of our 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.



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

Higher Engagement

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

Website 218K Unique Monthly Visits

When it comes to staying on top of industry news, business tips and the latest equipment, fleet professionals turn to *Overdrive*. 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

Overdrive Daily Report 96.1K Subscribers

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.

Regulatory Rundown 32K Subscribers

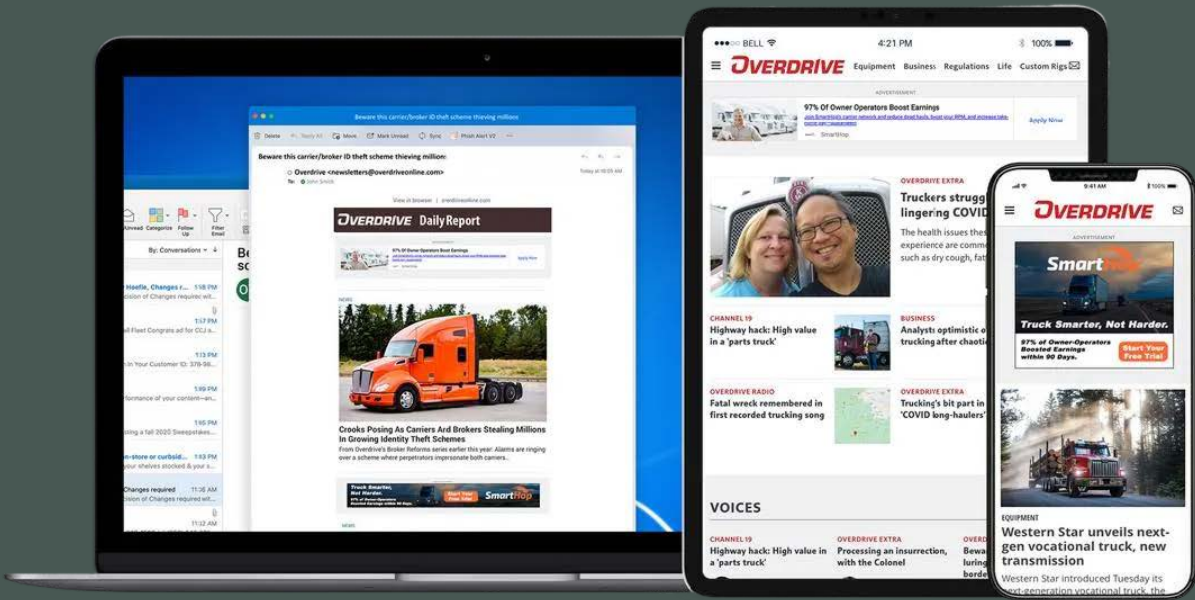
Digging deeply into safety, equipment, environmental and labor issues to help fleets remain compliant. This newsletter is done in partnership with our sister brand *CCJ*.

Custom Rigs 9.9K Subscribers

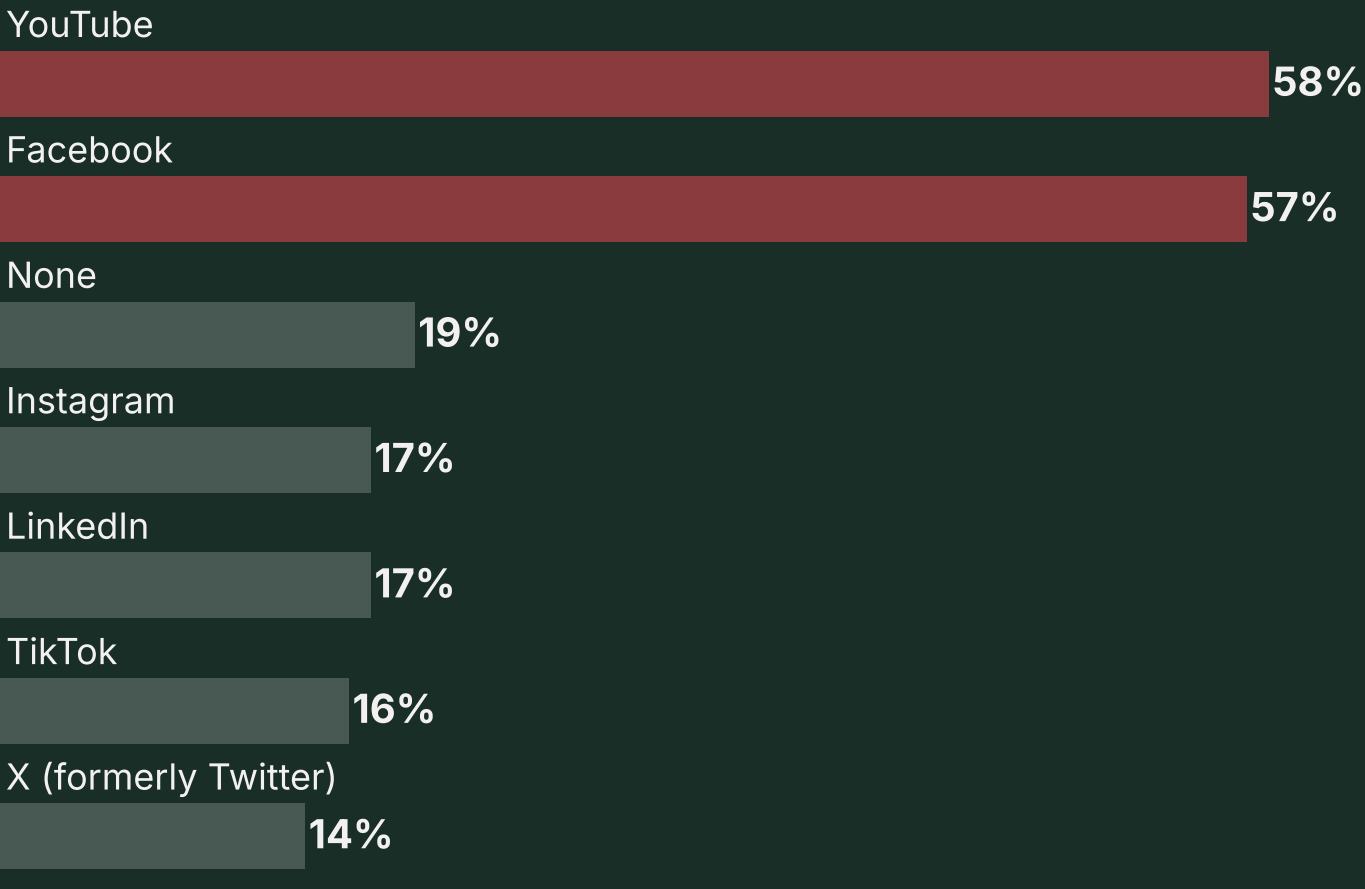
Every week we highlight the industry's coolest-looking trucks with all the details on specs, paint and more.

Haul With Authority 37.1K Subscribers

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

Digital Advertising

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.

Run-Of-Site

\$25 CPM

Additional Option

Sponsorship Leaderboard¹

\$5,000 /wk

Website and newsletter pricing reviewed quarterly and subject to change.

Ad specifications

Desktop	970 × 90**	970 × 250
	728 × 90**	300×250 with text

| Mobile | 320 × 100 | |
| 300 × 250 | |

*1 MB maximum file size ** Sponsorship Leaderboard Position

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



Overdrive premium ad positions

Highly effective ways to reach Overdrive's decision-makers

1Welcome Ad\$1,000/wk

Place your messaging front and center when fleet executives 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.



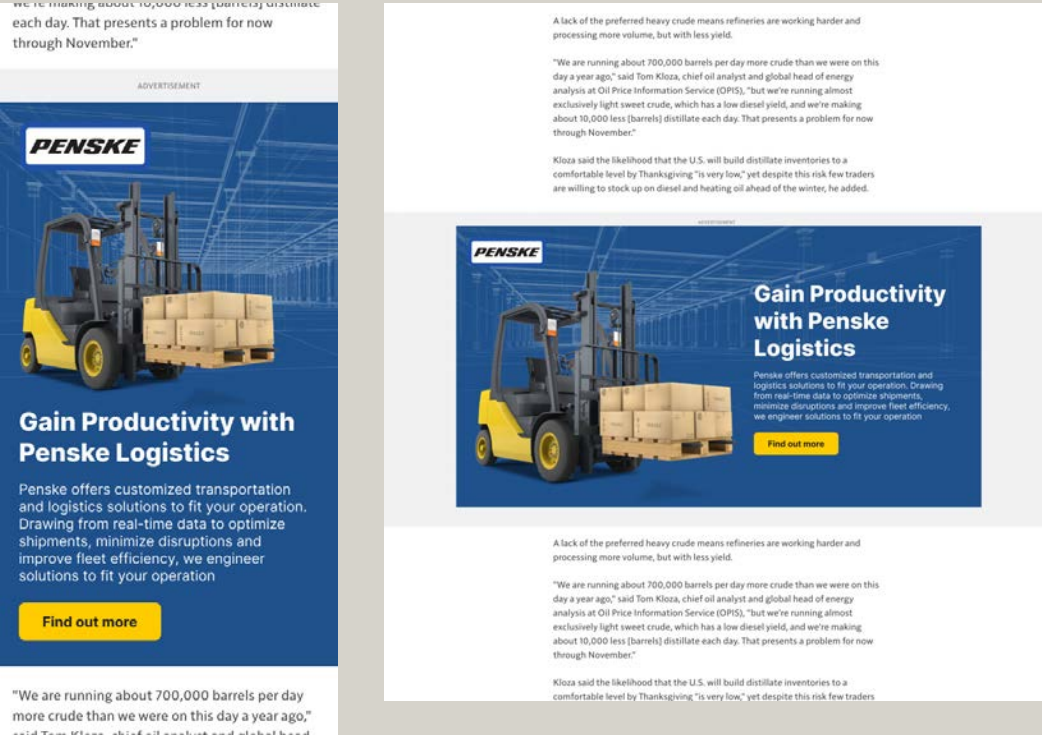
- Specifications
- Desktop: 1060×596

Tablet: 736×414

Mobile: 428×241

2XL in Content\$1,300/wk

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.

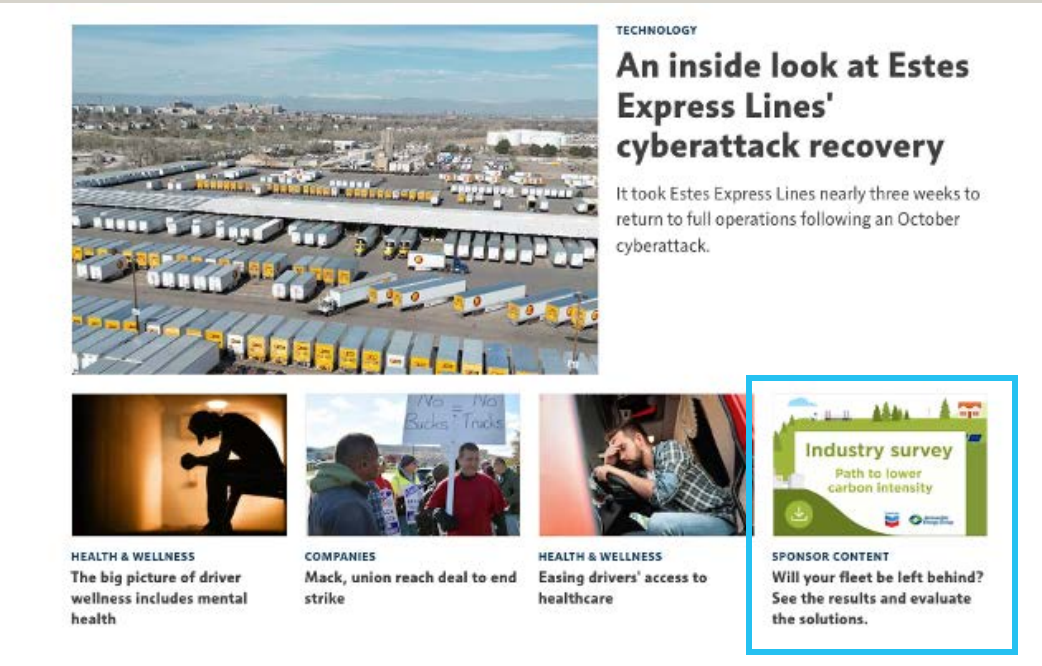


- Specifications
- Desktop: 1124×600

Mobile: 430×720

3Featured Sponsor\$1,250/wk

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: 500×334

Text: 175 character limit

Sponsor name

Newsletter Ad Positions & Pricing

Exclusive

Sponsorship Leaderboard Text

Logo image: 115×86
Main Text: 250 character limit
CTA Text: 75 character limit
URL Link
JPG or PNG

Rotating

Premium Text Ad

Logo image: 115×86
Image: 500×334
Main Text: 250 character limit
CTA Text: 75 character limit
URL Link
JPG or PNG

Native Text Ad*

Main Text: 250 character limit
CTA Text: 75 character limit
URL Link

*Can use same text as Premium Text Ad

Newsletter	Circulation	Top Position	Rotating Position
Overdrive Daily Report 5x/wk	96.1K	\$2,250/wk	\$1,000/wk
Regulatory Rundown 4x/mth	32K	\$2,000/mth	\$1,500/mth
Haul With Authority 4x/mth	37.1K	\$2,000/mth	\$1,500/mth
Custom Rigs 4x/mth	9.9K	\$1,000/mth	\$500/mth

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 carriers with the information, technology, and know-how to take control of their business and the freedom of being an independent owner-operator again.
Learn more at [PlayArrow.com](#)

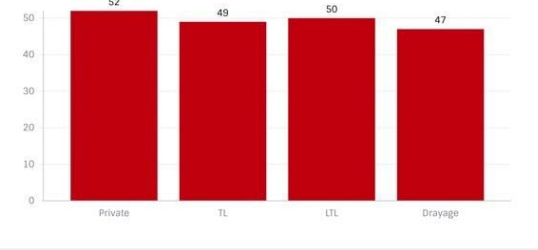


NEWS

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




Category	Median Age
Private	52
TL	49
LTL	50
Drayage	47

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 it really protect, perform and last? Synthetic lubricants provide you with many long-lasting benefits because it is its 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...

Overdrive



Sign up

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, 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 *OVD’s* Partner Insights
- ✓ Activate multi-channel promotions
- ✓ Glean insights into campaign performance through your personalized dashboard
- ✓ Optimize your campaign based on what content resonates
- ✓ View companies and job functions from our known audience that engage with your content

PARTNER INSIGHTS

Information to advance your business from industry suppliers



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



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

FUSABLE

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

Will your message cut through the clutter?

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

We know your target audience and their needs

Construction Industry

Trucking Industry

Titles

Demographic Information

Industry Characteristics

Skillsets

Job Description

Professional Goals

Personal Goals

Pain Points/Blockers

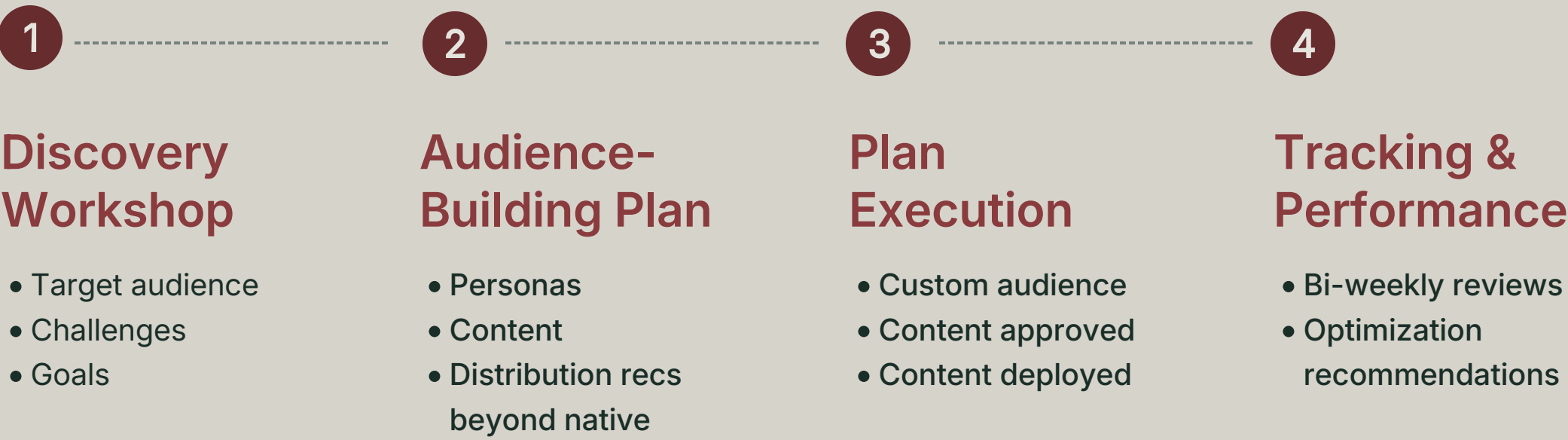
Topics of Interest

and more...

Content Studio

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.

Our Process



[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 7th 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.



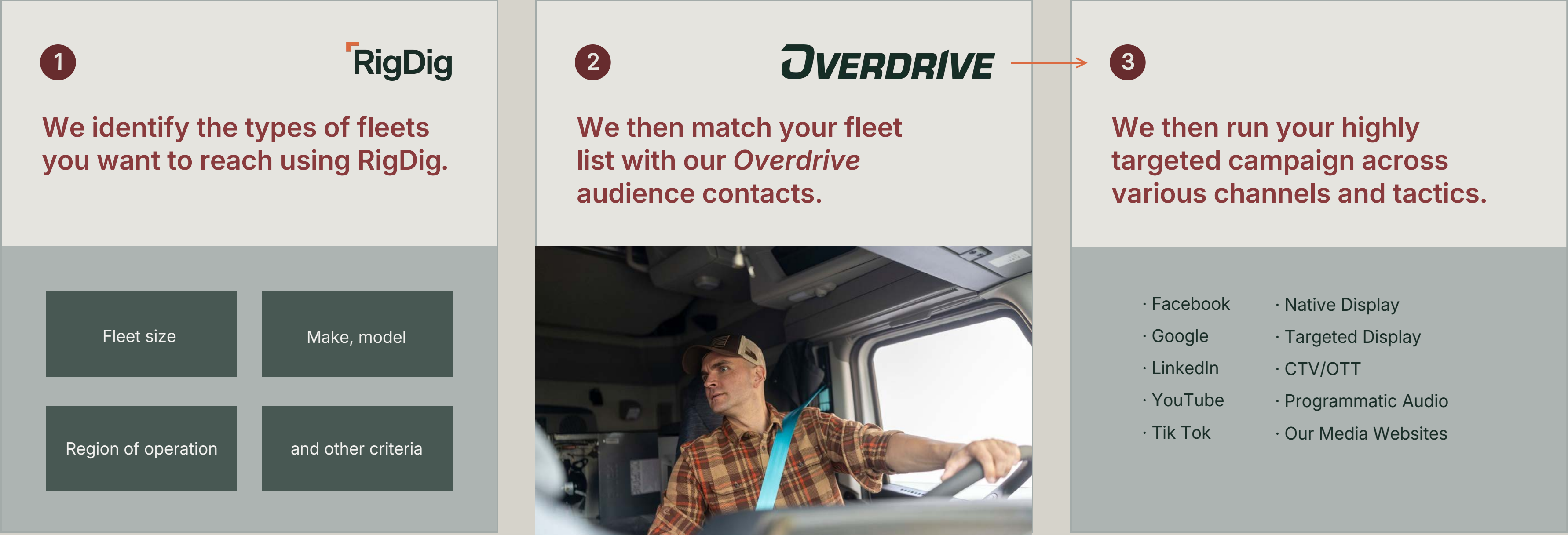
Trucker of the Year

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

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



[Check out our Digital Marketing Guide for details on all our data-driven digital marketing solutions »](#)

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