OUR NEWSLETTER
Data-driven editorial commentary dedicated to the truckload industry—uploaded daily

2,100
TRUCKLOAD CARRIER EMAIL RECIPIENTS

85%
OF EMAIL RECIPIENTS
self-identify as VP-level and above

67%
OF EMAIL RECIPIENTS
self-identify as President or C-level

23%
AVERAGE OPEN RATE

6%
AVERAGE CLICK RATE

OUR WEBSITE

9K
PAGE VIEWS
per month since Nov. 2018 launch

6K
UNIQUE VISITORS
per month (24,000 total)

95%
OF VISITORS
U.S.-based
ADVERTISING OPPORTUNITIES

All prices below are for a quarterly package (three months) targeting truckload carriers.

**Website**

- **SPOTLIGHT DISPLAY AD ON THE WEBSITE SIDEBAR**
  Ad specs/format: (300x250px) PNG, JPG
  Price: $3,000

- **LEADERBOARD DISPLAY AD WITHIN ARTICLE CONTENT**
  Ad specs/format: (640x100px) PNG, JPG
  Price: $4,000

- **SPONSORED CONTENT**
  Feature your company’s content on the Truckload Indexes site (e.g., articles, infographics, blog posts, etc.)
  Price: $3,000 per content piece

**Weekly Newsletter**

- **TOP LEADERBOARD DISPLAY AD**
  Ad specs/format: (640x125px) PNG, JPG
  Price: $4,000

- **LOWER LEADERBOARD DISPLAY AD**
  Ad specs/format: (640x100px) PNG, JPG
  Price: $3,000

- **SPONSORED CONTENT SHOWCASE**
  5 headlines of company-content + logo
  Ad specs/format: (150x100px) PNG, JPG
  Price: $3,500

To learn more about the advertising opportunities above, as well as sponsored content opportunities on the Truckload Indexes site and newsletter, please reach out to Preston Brown at pbrown@freightwaves.com.