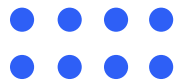




MEDIA KIT

Connecting Companies With Drivers

Powered by the CDLLife engine, we combine innovative technology with a highly-engaged audience to help you reach drivers more efficiently than ever before.



ABOUT US

OUR AUDIENCE

CDLLife is the most visited trucking news website in the world with a highly-engaged driver audience. The volume and quality of driver touchpoints available across our platforms is unmatched.

OUR REACH

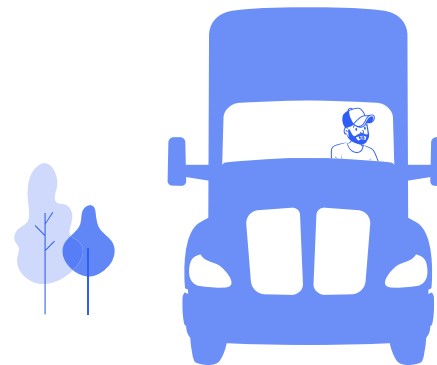
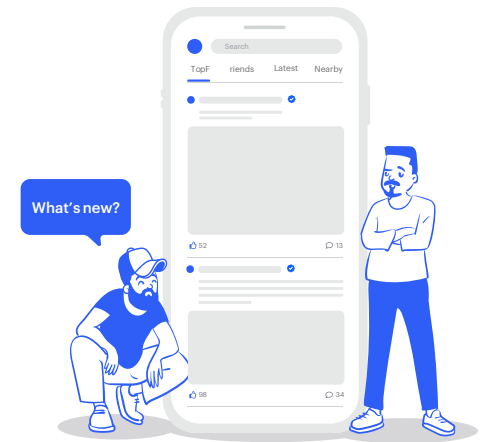
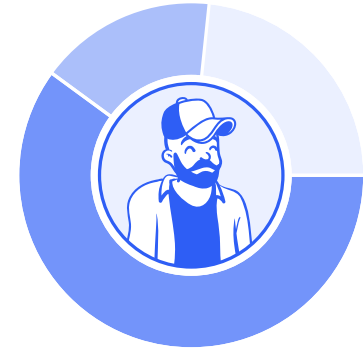
52+ Million Annual Pageviews
2.9+ Million Social Media Followers
3.3+ Million Monthly Post Reach
529+ Thousand Email Subscribers

OUR CLIENTS

1.5+ Thousand Clients Served
1.4+ Million Annual Applications

MOBILE APP

904+ Thousand Monthly App Sessions
353+ Thousand App Downloads
7.7+ Minutes Average Daily App Use



Our products provide recruiting solutions based on your specific goals:



LEAD GENERATION: Drive specific actions such as filling out a job application.

BRAND AWARENESS: Increase your company’s exposure, establish brand identity, and strengthen your reputation within the driver community.

CAPABILITIES		PRODUCTS							
		DIRECT LEADS			MATCHED LEADS	BRAND AWARENESS			
		CDLConnect <small>CDLLife Job Board & Social Campaign</small>	Programmatic Advertising <small>External Job Boards & Search</small>	Text Messaging Campaign	LiveTrucking	Display Advertising	Email Marketing	Newsletter Sponsor	Sponsored Content
Driver Information	Verified CDL	✓	✓	✓	✓	✗	✓	✗	✗
	Validated Experience	✓	✓	✓	✓	✗	✓	✗	✗
	Validated Endorsements	✓	✓	✓	✓	✗	✓	✗	✗
	Geo-Location Targeting	✓	✓	✓	✓	✓	✓	✗	✓
	Short & Full App Compatible	✓	✓	✓	✓	✓	✓	✓	✓
Company Information	Job-Specific Campaign	✓	✓	✓	✓	✓	✓	✗	✗
	ATS Compatible	✓	✓	✓	✓	✓	✓	✓	✓
	Custom Branding	✓	✗	✗	✗	✓	✓	✓	✓
Campaign Management	Dedicated Account Rep	✓	✓	✓	✓	✓	✓	✓	✓
	Agile Job Prioritization	✓	✓	✓	✓	✓	✓	✗	✗
	Reporting & Analytics	✓	✓	✓	✓	✓	✓	✓	✓
	Lead Nurturing	✓	✓	✓	✗	✓	✓	✗	✗
	High-Volume <small>*Optimal for larger teams</small>	✗	✗	✓	✓	✗	✗	✗	✗
Campaign Optimization	Performance Marketing	✓	✓	✓	✓	✗	✗	✗	✗
	Hire Matching	✓	✓	✓	✓	✗	✗	✗	✗



GET IN TOUCH WITH US

Connect with us today to discuss opportunities, jump-start your recruiting efforts, or reach the CDLLife audience.

TESTIMONIALS

"CDLLife's products have impacted our business by taking the load off of me. I have so many different things I have to do every day - and not having to worry about running the ads or keeping up with them - they [the leads] just go right to our recruiters and into our system!"

Erin Wakefield

Manager of Marketing // Kivi Bros Trucking

"They'll get an ad out immediately and we can start seeing results and leads CDLLife's services have impacted our business in a really great way. I don't stress about getting leads anymore, they're just there all the time and they are quality leads."

Heather Kellog

Recruiter // Koleaseco, Inc.

"I appreciate the transparency of the data. We're able to compare notes and that just helps them to optimize our campaigns better. - We both want it to work. I want their strategies to work, they want my strategies to work, and we work together on that."

Stacey Sickmiller

Corporate Communications Manager // TMC Transportation

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GET STARTED TODAY

sales@cdllife.com