

AMERICAN[®] DRIVER NETWORK



American Driver Network – 2019 Rate Card

According to Bob Costello Chief Economist & Senior Vice President American Trucking Associations the driver shortage will only increase in severity. Costello states, “*If current trends hold, the driver shortage could swell to over 174,000 by 2026.*” As this driver shortage increases Carrier Companies must have reliable recruiting resources that can generate qualified driver applications and inbound driver recruiting phone calls. These resources must be able to reach drivers throughout all available marketing streams and they must have relationships with all available driver communities. But most of all, they must have the experience and a proven track record of success in the driver recruiting industry.

American Driver Network’s marketing packages offer the most comprehensive Internet resources available for recruiting truck drivers in today’s digital, interactive, and information driven markets. No other interactive recruiting resource can offer as much Internet reach, placement, exposure or results for your recruiting budget dollars.

We make it our job to get your employment message to truck drivers in the most efficient and effective way available utilizing the technologies and market reach of all our digital media capabilities.

- **Over 500 Recruiting and Affiliate Employment Websites** such as: <https://truckdriverjobsinamerica.com>, <https://www.americandriverjobs.com>, <http://1800driverjob.com>, and many, many more...
- **Largest Social Media Network** such as: facebook.com/truckdriverjobsinamerica (over 300,000 drivers follow), <https://twitter.com/DriverJobInfo> (over 20,000 followers) just two of our many driver social interaction environments.
- **NEW for 2019 – Trucker’s Digest App**. Designed by trucker drivers for truck drivers, drivers share their stories, their challenges and their resources as they relate specifically to life on the road. Additionally, each month drivers from all across America are awarded driver appreciation awards for their relentless service. **Test marketed for over a year** (by drivers), the Trucker’s Digest Mobile App is dedicated to the men and women who keep America moving, the American truck driver. It will be available to the public beginning January 1, 2019.

By having the largest driver Social Media Network, the largest active Driver Database (Retargeting and Remarketing) and the largest Driver Specific Network of Websites, Job Boards, Job Postings and Affiliate Employment Websites we are able to reach more drivers than any other internet recruiting resource in today’s market. We have a marketing package for every size recruiting budget.

Direct Custom Marketing Packages – Rates Quoted Upon Request

- *Clients wishing to receive high volume direct driver responses, especially in primary targeted demographics should utilize Custom Marketing Packages with one of our other Marketing Packages.*
 - Examples: <https://celadondriverjobs.com>, <https://usxpressdriverjobs.com>, <https://westernexpressdriverjobs.com>, <https://covenantdriverjobs.com>, <https://martendriverjobs.com>, <https://tmctruckdriverjobs.com>, and many more...

Marketing Package A - \$4,750.00 (Introductory Rate \$3,750.00 Month-to-Month)

- *Clients should expect a 10-15% greater driver response from apps and inbound driver calls than from Marketing Package B due to increased marketing efforts.*
 - Examples: [CRST](#), [J.B. Hunt](#), [Melton](#), [Heartland Express](#), [ROEHL](#), [Crete Carrier](#), and many more...

Clients Receive:

- Listed on Over 500 Employment Websites & Affiliate Job Boards
- "Real Time" Filtered Driver Applications
- Internal Company Overview Listing
- Micro-Site Company Branding
- Unlimited Driver Recruiting Job Posting
- Searchable Company Job Post Database
- In-Bound Driver Phone Call Generation
- Home Page Company Banner Placement
- Internal Multi-Page Banner Placement
- One Monthly Email Blast to Our Driver Database (\$4,750.00 Gross Only)
- "Featured Job" Post Rotation (\$4,750.00 Gross Only)

Marketing Package B - \$3,575.00 (Introductory Rate \$2,575.00 Month-to-Month)

- *Clients should expect a 10-15% greater driver response from apps and inbound driver calls than from Marketing Package C due to increased marketing efforts.*
 - Examples: [ACT](#), [Dart Transit](#), [Andrus](#), [J&R Schugel](#), [E.W. Wylie](#), and many more...

Clients Receive:

- Listed on Over 500 Employment Websites & Affiliate Job Boards
- "Real Time" Filtered Driver Applications
- Internal Company Overview Listing
- Micro-Site Company Branding
- Unlimited Driver Recruiting Job Posting
- Searchable Company Job Post Database
- In-Bound Driver Phone Call Generation

Marketing Package C - \$2,575.00 (Introductory Rate \$1,575.00 Month-to-Month)

- *Clients should expect a 10-15% greater driver response from apps and inbound driver calls than from Marketing Package D due to increased marketing efforts.*
 - Examples: [Butler](#), [Bynum Transport](#), [KLLM](#), [Mercer](#), [SCHUSTER](#), and many more...

Clients Receive:

- Listed on Over 500 Employment Websites & Affiliate Job Boards
- "Real Time" Filtered Driver Applications
- Internal Company Overview Listing
- Unlimited Driver Recruiting Job Posting
- Searchable Company Job Post Database

Marketing Package D - \$750.00

- Examples: [DMT](#), [IDEAL](#), [Millennial](#), [Sherman Brothers](#), and many more...

Clients Receive:

- Profile Listing on Over 500 Employment Websites & Affiliate Job Boards
- "Real Time" Filtered Driver Applications

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NEW for 2019 - Trucker's Digest Mobile App Listing
Created by Drivers for Drivers! Available January 2019

TRUCKERS DIGEST APP



TRUCKERS INTEREST

We interview thousands of truckers, listen to their stories and challenges, then provide information and resources that relate specifically to life on the road. We also gather the latest and greatest information from the trucking industry to help drivers stay up-to-date on industry news. Download the App to check out the latest issue.



DRIVER AWARDS

Each month we recognize drivers for their service with driver appreciation awards going to Company Drivers, Owner Operators, Student Drivers and Female Drivers. Each driver type receives a cash award as a "thank you" for their dedication to our industry. Download the App to register and check out the latest winners.



FEATURED COMPANIES

We bring top trucking companies from across America to your finger tips. Providing you with their latest hiring information and recruiter contacts. Companies all across America are looking for drivers just like you and it's never been easier to find a job with higher pay, better benefits and more home time. Download the App to review.

Advertising Opportunities:

- Company Specific Editorial Insert in Mobile App
- Cover Page Ad in Mobile App
- Full Page Interior Ad in Mobile App
- Banner Advertising in Mobile App
- Company Specific Inbound Driver Calls
- Company Specific Driver Applications

Contact your representative today or for more information visit AmericanDriverNetwork.com, or call 800-894-1978. American Driver Network the most comprehensive Internet resources available for recruiting truck drivers in today's digital, interactive, and information driven markets.