



2020 MEDIA KIT

Connecting Companies With Drivers





CONNECTING COMPANIES WITH DRIVERS



We help companies connect with a digital audience of truck drivers by creating content that's both valuable and engaging.

OUR MISSION

Providing support to the backbone of our nation

We recognize the daily sacrifices of the men and women working tirelessly to provide for both our families and theirs. Our team is committed to providing industry news, opportunity, tools, and community for millions of drivers every day.



LIVE TRUCKING

**VETERANS
IN TRUCKING**



DIESEL HIRE

ABOUT US

We've worked with 600+ companies across the U.S.

We understand that the lead acquisition process is not one-size-fits-all. Our team takes the time to learn about the unique needs of your business.

We'll work together to develop a custom strategy and start achieving your goals.



AUDIENCE

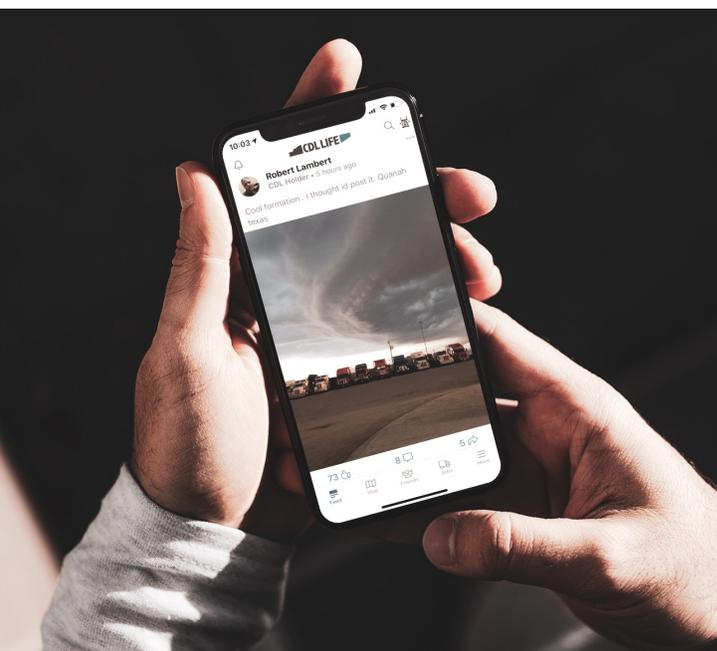
47+ million annual pageviews

3.1+ million Facebook followers

24.4+ million monthly post reach

322+ thousand email subscribers

65+ thousand monthly applications



MOBILE APP

887+ thousand monthly app launches

336+ thousand app downloads

7.4 minute average session length



GET IT NOW!



Available on iOS & Android



LEAD GENERATION

Direct Leads

We'll create detailed job postings with maps and strong calls to action that accurately depict your open positions. Our team will learn about the intricacies of your recruiting program and build a campaign to connect drivers directly to your company for specific jobs, routes, or lanes.

Matched Leads

Looking for lead volume without the decay that comes with a traditional matched lead? – Our proprietary platform provides highly-targeted leads that are never shared with more than 10 companies. Simply choose the driver types you need, and we'll do the rest! – Ask about giving your campaign a boost with featured placement.

Text & Phone Blasts

Need to make a recruiting push in a specific hiring area? Target our database of 527K+ drivers with custom voice and text blasts in the locations you need immediate hires. Simply provide us with your hiring areas and experience requirements to reach an audience of qualified drivers.

Display Advertising

Place ads in one of the many high-profile slots available on CDLLife.com, within the CDLLife App, and in our daily newsletter. Increase your brand recognition and engage drivers with your company by advertising on our platforms.

Custom E-Blasts

Reach our audience of 322K+ subscribers with our new custom e-blast campaigns. We can build custom-branded emails with targeted messaging linking directly to your short form application or point of sale.

BRANDING & PUBLIC RELATIONS

Brand Identity

In need of a refresh, but not sure where to turn? – Our creative team can help revitalize your existing branding, refresh your campaigns, or help build your brand's identity from the ground up.

Social Media Management

Know you need to improve your brand's social media presence, but not sure where to begin? – Our social media management team will build a cohesive strategy and style guide specific to your brand identity. We'll help you elevate the branding of your page, create branded original content, and aid your recruiting department by managing incoming comments, questions, and messages about your company or available employment opportunities.

Sponsored Content

Work with the CDLLife editorial team to craft your message and communicate about anything from an exciting new recruiting program and equipment updates to the products and services you provide. We'll share your story with our audience of over 3.1M+ followers, or push out your message to a geographically targeted demographic.

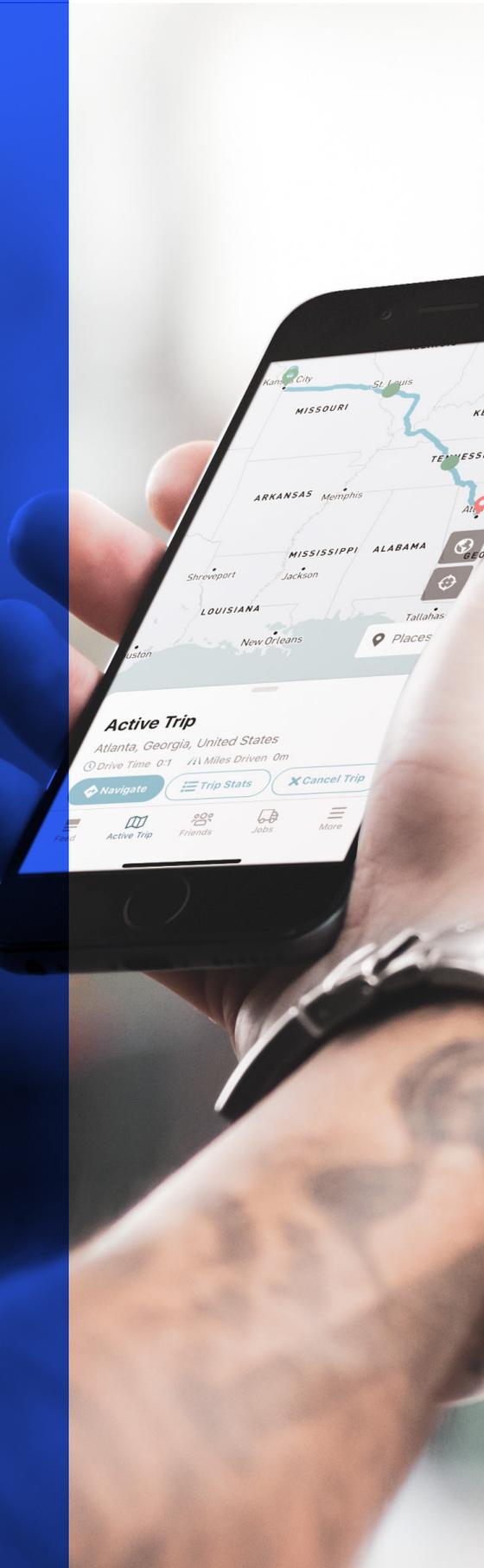
Custom Website & Software Development

We can help build a strong online presence for your company by creating a website that meets all of your needs. Looking for something more? – Our skilled team brings technical expertise to build software solutions for any idea. We can help to develop custom products and platforms that are perfectly tailored to the needs of your company.

Video Production

Work with our team to create video content that aligns with your brand and sends a visually engaging message to your audience. Customize a video package that meets your business's needs and works with your budget!





NEW PRODUCTS



CDLLife Client Portal

At CDLLife, we believe that transparency is paramount to ensuring your campaign's success. Our new client portal provides instant access to lead data, reporting, your hiring criteria, jobs, branding, and more.



CDLLife Mobile App

As we strive to make life on the road easier, we've bundled together the CDLLife community feed with all the tools a driver needs to plan their day. From a trip planner with GPS navigation, to parking, weather, roadside assistance, and more.



Roadside Assistance

We'll ensure that your company is available to drivers at the touch of a button when they're in need of breakdown and wrecker services. Connect with our sales team to get listed and receive featured placement in the CDLLife mobile app directory.



Veterans In Trucking

Focusing on a Veteran recruiting program within your organization? Veterans in Trucking is here to help your company build the foundation for a successful hiring program, from lead generation to recruiting and retention.



OTR Driving

Our newest product is one of the most streamlined ways to apply to the best jobs in the trucking industry. Drivers are able to answer a few questions, find the perfect job, and complete their applications in seconds.



Diesel Hire

Hiring diesel mechanics? – Look no further! Our premier lead generation tool is powered by highly-targeted campaigns. Work with our team to match with qualified candidates in your area and connect them with your company.



GET IN TOUCH WITH US

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

✉ sales@cdllife.com

☎ 844.662.0753

TESTIMONIALS

"If you're looking for a specific hiring qualification for a driver, and you're trying to hone in to improve your safety, improve your hiring process, look at CDLLife."

Sean Allen

Director of Company Growth // Hurricane Express

"CDLLife always provides me the consistency to be able to add trucks, to be able to hire drivers, and that is the difference with them versus other vendors."

Sean Barragan

Director of Recruiting // K&B Transportation

"Before we started using CDLLife, we were using 3 different sites and spending \$49 per lead. Then when we started using you and one other advertising source it went to \$25 a lead. Today using only CDLLife, our cost per lead is \$7.06! – You guys have the best product in the industry by far."

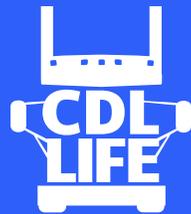
Tim Oberstein

Director of Recruiting // Robert Bearden, Inc.

"There's no comparison as far as the responsiveness, the ease of use and the accuracy of the ad placement."

Gene Garza

Director of Recruiting // Baggett Transportation



CDLLIFE.COM // @CDLLIFE // LIVETRUCKING.COM // @LIVETRUCKING
VETERANSINTRUCKING.COM // @VETSINTRUCKING // OTRDRIVING.COM
DIESELHIRE.COM // @DIESELHIRE



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