

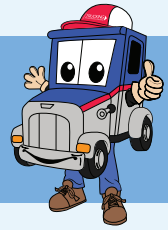
2018 RESULTS

TRUCKING
Moves America Forward

200
DONORS

3,406
SUBSCRIBERS

Mascot Safety Sammy traveled the USA! And, Safety Sammy 2.0 was created.



130,000
TRADE SHOW
ATTENDEES REACHED

240 TRAILER WRAPS
ON THE ROAD



**EARNED
MEDIA**

47
EARNED MEDIA
STORIES

11
OP-EDS
PLACED

35.5M
IMPRESSIONS
NATIONWIDE

108.5K
PRESS RELEASE
VIEWS

SOCIAL MEDIA



FACEBOOK
16,086
FOLLOWERS

19%
GROWTH



TWITTER
4,468
FOLLOWERS

22%
GROWTH



INSTAGRAM
1,034
FOLLOWERS

166%
GROWTH



LINKEDIN
401
FOLLOWERS

79%
GROWTH



YOUTUBE
186
SUBSCRIBERS

9%
GROWTH



MEDIUM

13
BLOGS

CAMPAIGNS

35M BILLBOARD
IMPRESSIONS
12 BILLBOARDS | ON U.S. HIGHWAYS



254.2M
RADIO LISTENERS
ON 4 STATIONS