

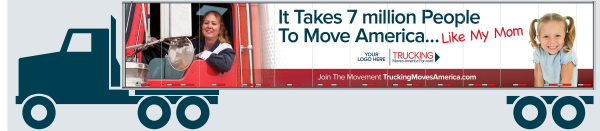
2,100
SUBSCRIBERS



180 DONORS



85 TRAILER WRAPS
ON THE ROAD



16M impressions per wrap, per city

LAWMAKER CAMPAIGN

165,870
PRINT CIRCULATION
0.15% CTR
ONLINE BANNERS


26 RADIO SPOTS
980K IMPRESSIONS




CONSUMER CAMPAIGN

1.5M
PRINT CIRCULATION



6,352 FANS

199% INCREASE
2M IMPRESSIONS



1,689 FOLLOWERS

118% INCREASE
1M IMPRESSIONS



50 NEWS STORIES
26 OP-EDS
12 PRESS RELEASES
REACHING UP TO **20M** VIEWS



TMAF FACEBOOK COMPARED TO 9,073 OTHER PAGES WITH FANS BETWEEN 1,000 AND 10,000

PEOPLE TALKING ABOUT (200 USERS)

VIRAL REACH (9330 USERS)

ORGANIC REACH (3257 USERS)

3.1%

VS 2.5%

146.1%

VS 23.4%

51.0%

VS 21.3%

127,500
AUDIENCE

POTENTIAL REACH AT
TRADE SHOWS



TMAF STORE
NOW OPEN!
SHOP FROM YOUR DESKTOP
OR MOBILE DEVICE.

TRUCKING 
Moves America Forward

