

# 2016 RESULTS

TRUCKING  
Moves America Forward

**200**  
DONORS



**1,500** SOLD

**140**

TRAILER WRAPS ON THE ROAD

**7 million People Move America Forward**  
One Is Driving This Truck



Join The Movement [TruckingMovesAmerica.com](http://TruckingMovesAmerica.com)

**16M IMPRESSIONS PER WRAP, PER CITY**



**2,900**  
NEWSLETTER  
SUBSCRIBERS

**NEWS**

**44** EARNED STORIES **16** OP-EDS PLACED  
**38.8M** Total impressions  
**99.5M** PRESS RELEASE VIEWS

**130,000**  
AUDIENCE

POTENTIAL REACH  
AT TRADE SHOWS

## ONLINE COMMUNITY

**f** FACEBOOK  
**11,477**  
followers  
**>2M** IMPRESSIONS  
**80.6%**

TWITTER  
**2,777**  
followers  
**442K** ORGANIC  
IMPRESSIONS  
**64%**

INSTAGRAM  
**192**  
followers  
**55** POSTS  
**681** ENGAGEMENTS

LINKEDIN  
**161**  
followers

→ launched this year!

NTDAW TAKEOVER **70%** FOLLOWERS

## NTDAW CAMPAIGN

**#ThankATruckDriver**



**5.4M**  
BILLBOARD IMPRESSIONS  
**1M**  
PRINT CIRCULATION  
**1.6M**  
ONLINE IMPRESSIONS

**FREE** RESOURCES AT  
[TRUCKINGMOVESAMERICA.COM](http://TRUCKINGMOVESAMERICA.COM)

- \* Hi-res photos
- \* Videos
- \* Sharable social media images
- \* Posters
- \* Advertisements
- \* FAQs
- \* And much more!