

2019 RESULTS

TRUCKING
Moves America Forward



200
donors

3,329
subscribers

150,000
trade show attendees reached



250 trailer wraps on the road



35
earned media stories

21
op-eds placed

21.5M+
media impressions nationwide

SOCIAL MEDIA



FACEBOOK
16,700
FOLLOWERS

4%



TWITTER
5,102
FOLLOWERS

14%



INSTAGRAM
1,523
FOLLOWERS

47%



LINKEDIN
593
FOLLOWERS

48%



YOUTUBE
193
SUBSCRIBERS

1%



MEDIUM

14
BLOG POSTS

NTDAW CAMPAIGN

8M BILLBOARD IMPRESSIONS
across 7 major markets



20M RADIO LISTENERS
on Westwood One Sports programs nationwide