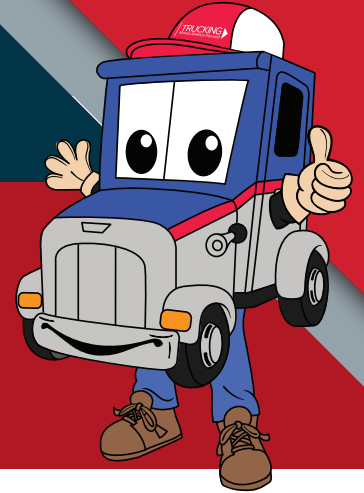


# 2020 RESULTS



**200**  
Donors

**3,200**  
Subscribers

## TRAILER WRAPS



**250**  
On the Road

## EARNED MEDIA



**22** **497M**  
Stories Impressions

## WEBSITE

**4,055**  
#ThankATrucker  
Wall Views

## SOCIAL MEDIA



FACEBOOK

**19,737**  
FOLLOWERS

Impressions: 688,569

Engagements: 64,133

Posts: 378



TWITTER

**5,767**  
FOLLOWERS

Impressions: 478,100

Engagements: 9,325

Posts: 364



INSTAGRAM

**1,902**  
FOLLOWERS

Impressions: 30,739

Engagements: 1,934

Posts: 179



LINKEDIN

**922**  
FOLLOWERS

Impressions: 40,465

Engagements: 2,327

Posts: 279



YOUTUBE

**196**  
SUBSCRIBERS

Views: 1,339



MEDIUM

**117**  
FOLLOWERS

Views: 3,562

Posts: 11

**36.5M** Billboard Ad Impressions



**26.7M** Listener Impressions

**562M**

Total Year Audience Impressions