

2022 AT-A-GLANCE

200+
DONORS

2,900
SUBSCRIBERS



270+
TRAILER WRAPS
ON THE ROAD

15M
BILLBOARD
IMPRESSIONS



37,700
CUMULATIVE
FOLLOWERS

2,177
BLOG POST
IMPRESSIONS

64
STORIES

27M
RADIO AD
IMPRESSIONS

96.4M+
MEDIA
IMPRESSIONS

1.7M
PODCAST
DOWNLOADS

140M+
TOTAL CAMPAIGN
IMPRESSIONS

Each decaded-tractor
trailer annually garners
16M+ impressions.



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