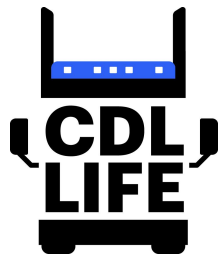


Connect with an Exclusive Audience

2.9 million active buyers with over 1 billion engagements

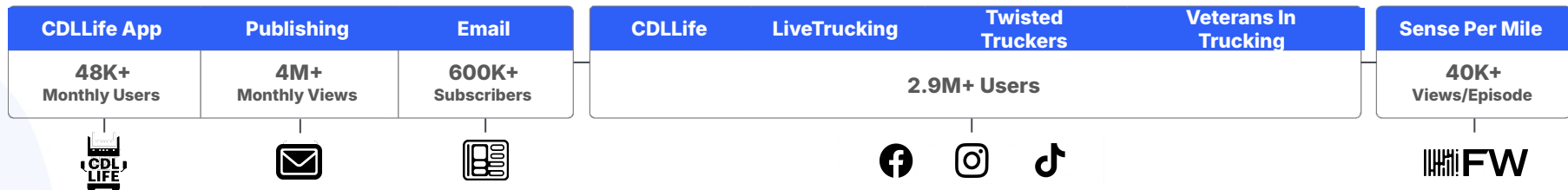




Driver's #1 Source for Trucking News and Community

Your brand in front of the largest, most-engaged driver audience in the industry.

Largest & Most Engaged Online Audience in the Trucking Industry



CDLIFE

Access to Over **2.9 Million** Buyers



CDLLife offers a highly-engaged audience with over 1 billion engagements across all of our platforms.

BUILD A CONNECTION WITH YOUR BUYERS

- Display Ads
- Personalized Email Blasts
- Daily Newsletter Sponsorship
- Social Audience Engagement
- Sponsored Content
- Podcast Sponsorship
- Deal Depot

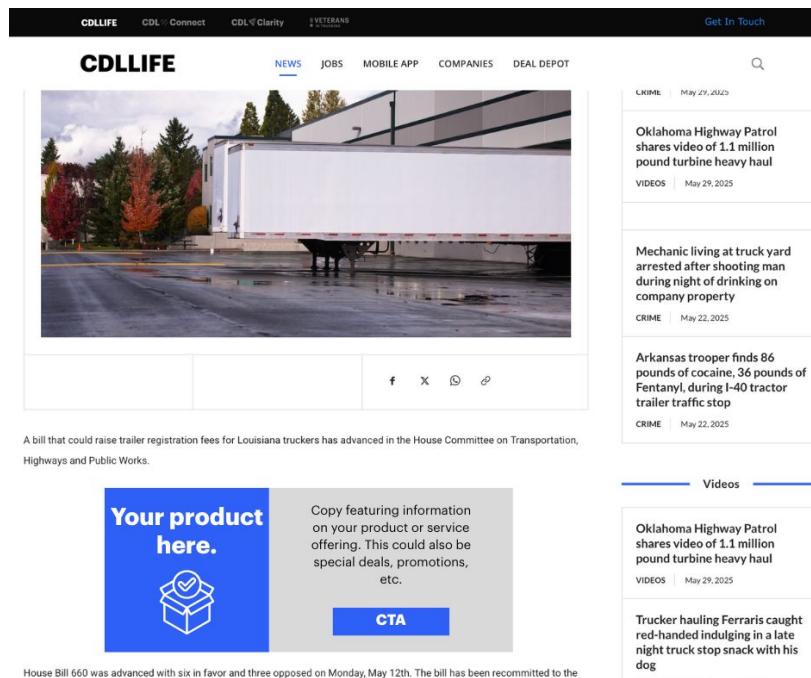
Display Advertising



Your brand will be showcased prominently on our news, email, and community mobile app, ensuring maximum exposure and engagement.

INCLUDES

- **56M+ views annually**
- Premium visibility across our platforms
 - Website, daily newsletter, mobile app, and social channels
- Offsite audience retargeting
- Link to any website, custom URL, or landing page
- Performance reporting



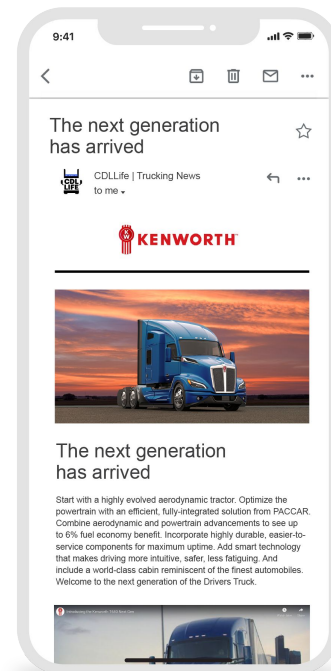
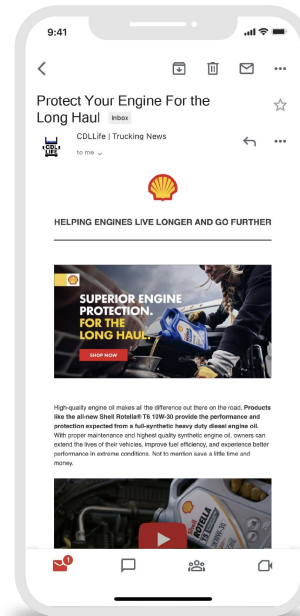
Custom Email Marketing



Our targeted email blast allows your brand to deliver a personalized message, ensuring maximum exposure.

INCLUDES

- **632k+ subscribers**
- Your branded custom email content
 - *Images, videos, or links can be included*
- Custom audience targeting available
- Strategic calls to action
- Traffic to your custom URL, website, or landing page
- Performance reporting



CDLLIFE

Newsletter Sponsorship

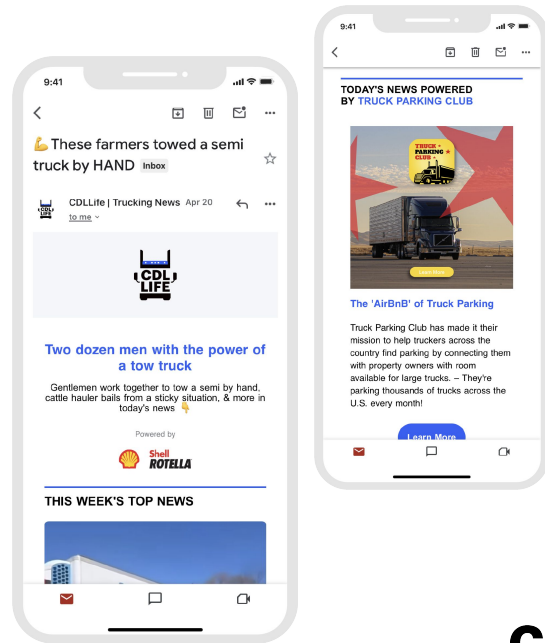


Appear in inboxes and elevate your brand. You have the choice of premium logo placement at the top of our newsletter or a featured segment within the newsletter body.

INCLUDES

- Distributed 7 days/week
- Sponsor a premium logo placement top of newsletter or custom message mid-page
 - Weekly or Monthly - Daily Sponsorship
- Highlight a feature ad at the end of newsletter
 - 1 Day A Week / all month - customizable
- Link to any custom URL, website, or landing page

Subscribe Here



CDLLIFE

Newsletter Highlight Feature



Appear in inboxes twice a month to boost engagements with your brand or product offering. Exclusive featured ad placement in our newsletter.

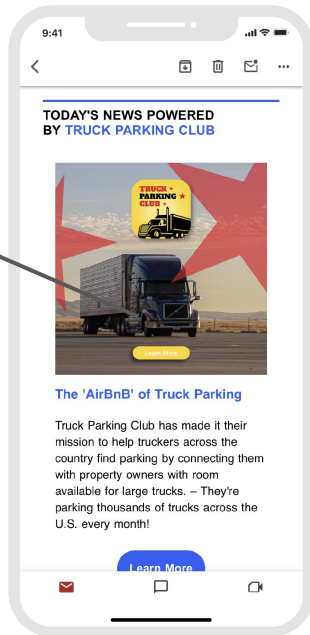
INCLUDES

- Distributed twice a month
- Exclusive ad placement
- Link to any URL (*landing page or point of purchase*)

Subscribe Here

YOUR BRAND HERE

*Exclusive ad Placement
Call to Action*



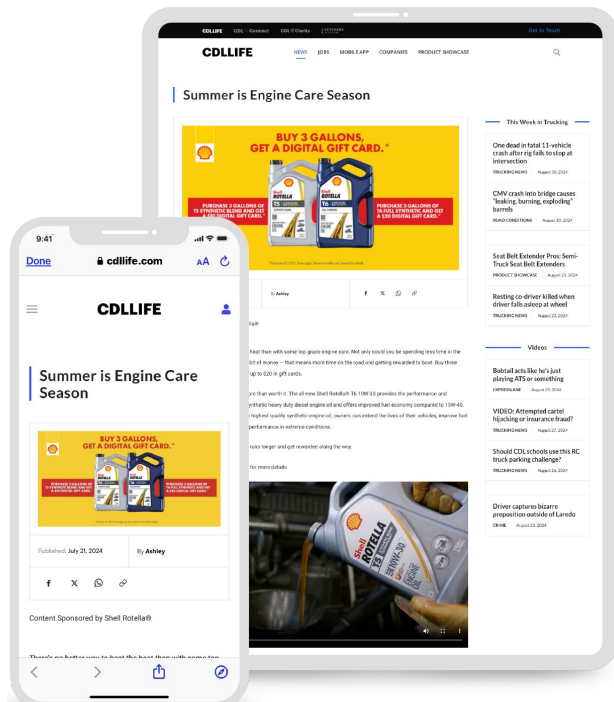
Sponsored Content



Share your content with our audience across the entire CDLLife network.

INCLUDES

- Published on CDLLife.com with **56M+ annual pageviews**
- Distribution on the CDLLife social network with **2.9M+ followers**
- Inclusion in the daily newsletter with **230K+ active subscribers**
 - Include custom images, video embeds, or call-to-action buttons
 - Link to any custom URL, website, or landing page



CDLLIFE

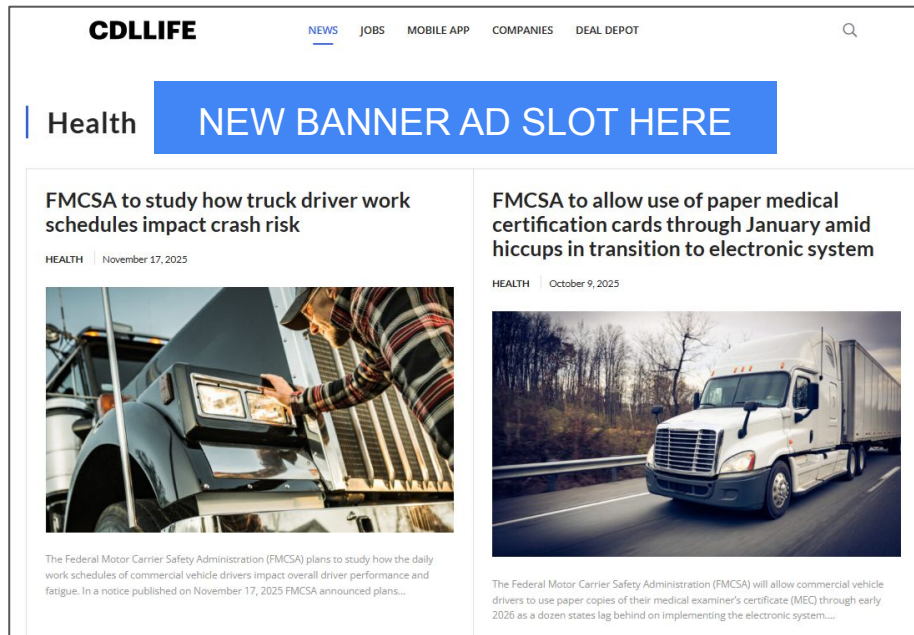
Content Banner Sponsorship



Increase your brands visibility by promoting your sponsorship of a content specific page.

INCLUDES

- Highly visible sponsorship banner ad on the [NEW Health page under CDLLife.com](#)
- Link to any website, custom URL, or landing page
- Performance reporting



CDLLIFE

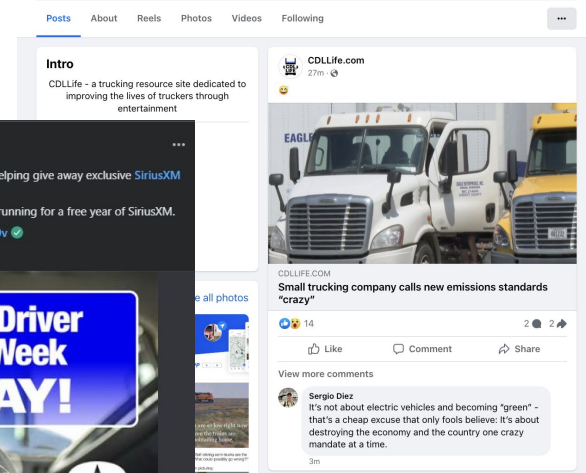
Social Audience Engagement



Develop a comprehensive social campaign to boost your audience engagement.

INCLUDES

- Contests & giveaways
- Photo submissions
- Customer reviews & testimonials
- Custom calls to action
- Performance reporting



CDLLIFE

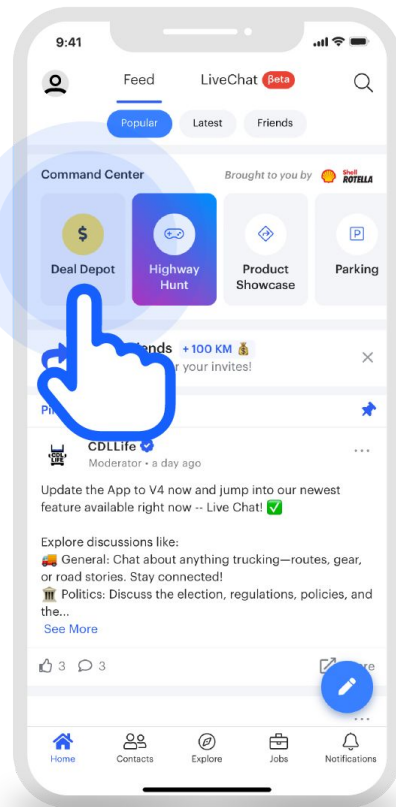
Deal Depot



A unique opportunity to share exclusive discounts and special offers with our through the CDLLife mobile app.

INCLUDES

- Prominent placement in the app command center with over **48K active monthly users**
- Deal Depot page is linked in our daily newsletter sent to **230K+ active subscribers**
- Performance reporting



CDLLIFE

Reputation Watch



Gain real-time feedback and generate customer testimonials.

INCLUDES



Star ratings instantly gauge your brand's reputation



Secure insights delivered directly to your company



Monthly reports provide actionable insights



How would you rate
Onboard Trucking?



[Submit](#)

This survey is completely anonymous.



How would you rate
Onboard Trucking?

Rate your experience to continue.



[Submit](#)

This survey is completely anonymous.



How would you rate
Onboard Trucking?



[Submit](#)

This survey is completely anonymous.



Thank you for your feedback.

We appreciate your honest feedback about HubGroup company. Click on the link below to learn more about HubGroup.

[Learn More](#)

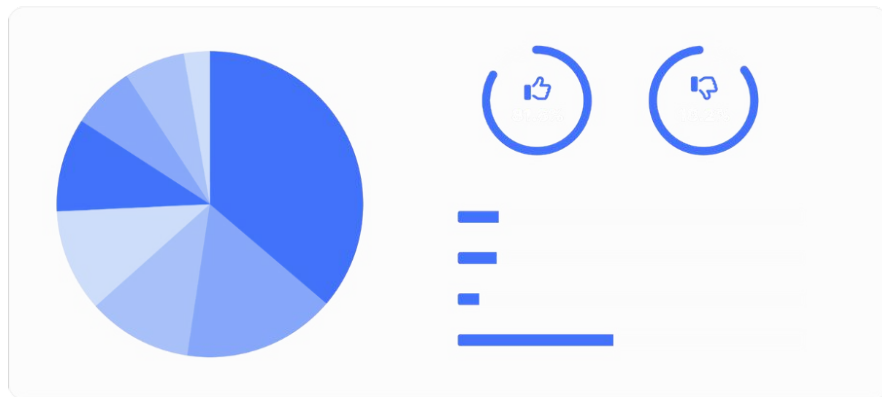
Custom Research



Harness the power of customer feedback, with a custom survey empowering you to tailor awareness strategies with maximum impact.

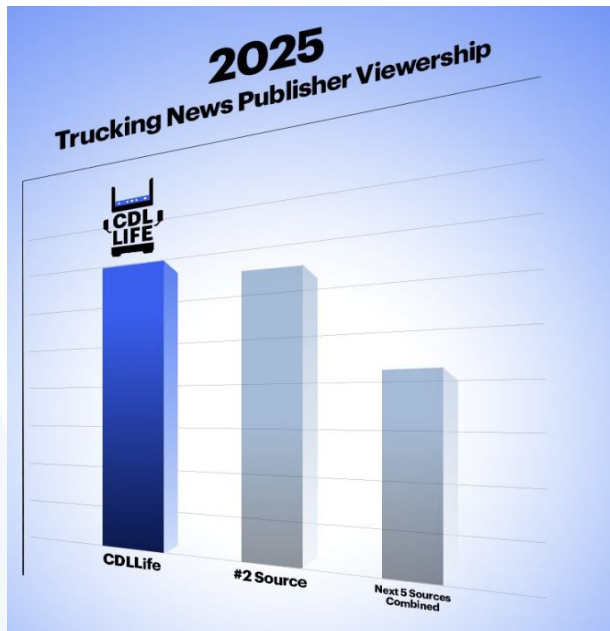
INCLUDES

- Average of 1,000+ responses
- Real feedback from your target audience
- Pre & post-campaign insights



The #1 Visited News Source in Trucking

The CDLLife audience network delivers unmatched reach and engagement, outperforming the competition across the board.



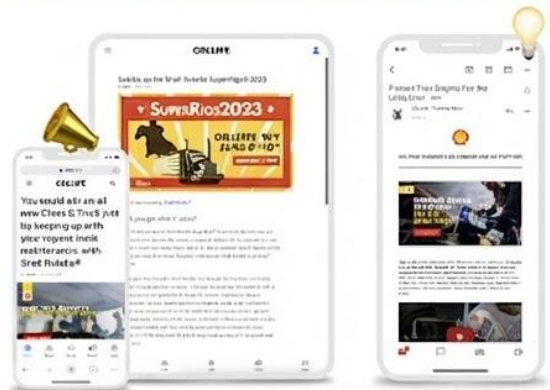
*2025 Total Traffic Comparison

Metrics	CDLLife	Industry Average
Website Page Views	56M	4,509,276
Display Ad CTR	.46%	~0.35% – 0.45%
Email Newsletter Open Rate	27.8%	20-25%
Avg. Newsletter Impressions	62,955	~30,000
Facebook Sponsored Post Engagement	5,831	1,200
Facebook Post Impressions (organic & paid)	30,983	5,000 – 30,000

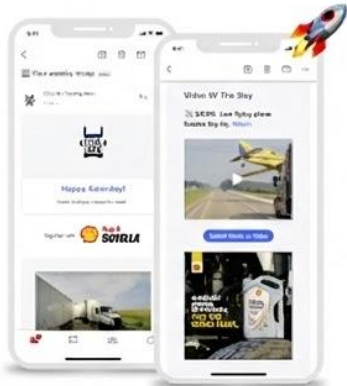
Engagement



Sponsorships



Community



CDLLIFE



Real Drivers.

Real Relationships.

Real Connections.

Contact:
sales@cdllife.com



CDLLIFE