

# Owner-operator' Challenges. Your Solutions.

Overdrive Partner Solutions is a new way to highlight the solutions your company offers to owner-operators' most pressing challenges. You can communicate the benefits of working with your company through customer profiles, business tips, and thought leadership pieces, delivered as print articles, white papers, info graphics and video – whatever medium tells your story best.



## Partner Solutions in print

Two-page spread articles appear in a special Partner Solutions section within *Overdrive* magazine and range from customer profiles to business tips and everything in between. Provide your own content and photography or work with our Content Marketing team to have us create it for you.\*



## Partner Solutions online

The *Overdrive* Partner Solutions website ([overdriveonline.com/partnersolutions](http://overdriveonline.com/partnersolutions)) is the online hub for communicating the benefits of working with your company to our large fleet audience.



## Partner Solutions newsletter

We'll send a monthly *Overdrive* Partner Solutions newsletter to our list of 140,000 subscribers. Links in the newsletter will direct readers to the newest content featured on the Partner Solutions website. They'll also be able to engage with all of the archived content featured there.



## Partner Solutions Facebook page

You'll also be able to share your content through our *Overdrive* Partner Solutions Facebook page. Posting content through these social outlets makes it easy for owner-operators to share and comment. Each post links back to the *Overdrive* Partner Solutions website.

## Price and Reach

The standard package for the Partner Solutions program delivers:

**Print** – 96,000 qualified owner-operator impressions

**Monthly newsletter** – sent to 140,000 owner-operator recipients

**Digital (microsite, Facebook, Audience display)** – 500,000 monthly impressions

## Additional reach

**Facebook**  
\$2 CPC/\$10 CPM

**Audience display**  
\$3 CPC/\$8 CPM

**Custom email**  
100% share of voice,  
35 cents per name

Contact your *Overdrive* sales representative for more details.

\*Extra charges will apply.