

Overdrive

Overdrive is the industry's only business publication for owner-operators. Overdrive's controlled circulation subscriber list reaches independent truckers who own one or more trucks, and self-operate at least one of them. These are independent businessmen who personally manage their own trucking concern, and also contract their services to major commercial carrier companies and private fleets.

- ◆ These decision-makers are volume consumers of:
 - ◆ Computer Hardware & Software
 - ◆ Office Supplies
 - ◆ Fuels & Lubricants
 - ◆ Safety Equipment & Training Aids
 - ◆ Hand Power Tools
 - ◆ Tax Information & Accounting Aids
 - ◆ Information & Communication Systems
 - ◆ Trucking Regulation & Legislation Information
 - ◆ Insurance/Financial/Investment Offers
 - ◆ Trucks & Truck Replacement Parts
 - ◆ Maintenance Equipment
 - ◆ Work Clothing
- ◆ These small business owners & heavy over-the-road travelers are also excellent prospects for:
 - ◆ Fulfillment Offers (CD Clubs, Magazine Subscriptions, etc.)
 - ◆ Spectator Sports Memorabilia
 - ◆ Sporting Goods - Fishing & Hunting
 - ◆ Seminars & Trade Conferences
 - ◆ Lodging & Restaurant Offers
 - ◆ Rough Weather Clothing
 - ◆ And Much More!



Overdrive is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 91,789

Base Price: \$115/M

Multi-Channel Pricing

Mailing/E-Mail: \$490/M
 Mailing/Telemarketing: \$215/M
 Mailing/E-Mail/Telemarketing: \$590/M

**Size of E-List:
6,421**

**E-List Base Price:
\$415/M**

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Age of Trucks	\$10/M
Business Type	\$10/M
Employee Size	\$10/M
Job Function	\$15/M
Number of Vehicles in Fleet	\$10/M
One Per Location	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M

SEE ALSO:
 Commercial Carrier Journal
 Construction Equipment
 DecisionMaker® Small Business Marketplace Database
 Logistics Management

Minimum Order: 5,000 Names
 1 year unlimited usage available
 Prices subject to change without notice
 Call for any additional costs, conditions and terms.

GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	923
NH	030-038	586
VT	050-059	439
MA	010-027	1,344
RI	028-029	205
CT	060-069	662
New England		4.5% 4,159
NY	100-149	3,414
NJ	070-089	1,196
PA	150-196	4,862
Middle Atlantic		10.3% 9,472
OH	430-458	5,798
IN	460-479	4,615
IL	600-629	4,765
MI	480-499	3,391
WI	530-549	3,226
East North Central		23.7% 21,795
MN	550-567	3,154
IA	500-528	3,281
MO	630-658	2,879
ND	580-588	991
SD	570-577	971
NE	680-693	1,936
KS	660-679	1,545
West North Central		16.1% 14,757
DE	197-199	226
MD	206-219	1,214
DC	200-205	17
VA	220-246	1,728
WV	247-268	981
NC	270-289	2,272
SC	290-299	915
GA	300-319	1,504
FL	320-349	2,676
South Atlantic		12.6% 11,533
KY	400-427	3,225
TN	370-385	2,333
AL	350-369	1,247
MS	386-397	907
East South Central		8.4% 7,712
AR	716-729	1,134
LA	700-714	1,093
OK	730-749	1,409
TX	750-799	5,337
West South Central		9.8% 8,973
MT	590-599	922
ID	832-838	801
WY	820-831	439
CO	800-816	1,398
NM	870-884	476
AZ	850-865	773
UT	840-847	503
NV	889-898	401
Mountain		6.2% 5,713
AK	995-999	233
WA	980-994	1,449
OR	970-979	1,270
CA	900-961	4,446
HI	967-968	100
Pacific		8.2% 7,498
United States		99.8% 91,612
U.S. Territories		0.0% 24
Canada		0.1% 133
Mexico		— —
Other International		0.0% 20
APO/FPO		— —
Unknown		— —
Total		100.0% 91,789

Business Type

Agricultural/Livestock	17,352
Bulk Petroleum/Chemicals	2,939
Construction/Mining/Logging	19,505
Expedited/Air Freight	896
Flatbed	1,348
General Freighters/Dry Bulk	26,195
Hazmat/Explosives	824
Manufacturing/Processing	2,054
Mining/Explosives	131
Refrigeration/Food/Beverage	6,875
Retail/Wholesale Delivery	4,095
Waste Materials/Recyclables	1,554

Number of Vehicles in Fleet

1 Vehicle	34,165
2-4 Vehicles	34,799
5-9 Vehicles	16,986
10-24 Vehicles	2,494
More than 25 Vehicles	260

Employee Size

Less than 20	23,971
20-49	1,545
50-99	386
100-249	221
250-499	74
500-999	23
1,000 or More	26

Job Function

Company Driver	1,703
Leased Operator	5,806
Owner-Operator	73,891
Small Fleet Owner	8,683

Sales Volume

Less than \$1 Million	20,081
\$1 Million-\$9 Million	4,151
\$10 Million-\$49 Million	466
\$50 Million-\$249 Million	61
\$250 Million-\$1 Billion	13
More than \$1 Billion	7

Age of Trucks Owned

Less than 1 Year	3,850
1-2 Years	11,493
3-5 Years	28,831
6-8 Years	18,465
More than 9 Years	23,578