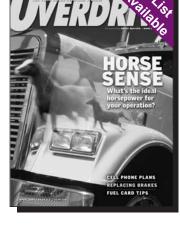
Overdrive is the industry's only business publication for owner-operators. Overdrive's controlled circulation subscriber list reaches independent truckers who own one or more trucks, and self-operate at least one of them. These are independent businessmen who personally manage their own trucking concern,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

Selections (Additional Cost/M)

Congraphic Analysis

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

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

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.



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	100 140	4.5%	4,159
NY NJ	100-149 070-089		3,414 1,196
PA	150-196	10.00/	4,862
Middle Atlanti		10.3%	9,472
OH	430-458		5,798
IN	460-479		4,615
IL NAI	600-629		4,765
MI	480-499		3,391
WI East North Cer	530-549 ntral	23.7%	3,226 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 Co		16.1%	14,757
DE	197-199		226
MD DC	206-219 200-205		1,214
VA	220-205		17 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 East South Cer	386-397	0.40/	907
	-	8.4%	7,712
AR	716-729		1,134
LA OK	700-714		1,093
TX	730-749 750-799		1,409 5,337
West South Ce		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 HI	900-961		4,446
Pacific	967-968	8.2%	100 7,498
United States		99.8%	91,612
U.S. Territories	s	0.0%	24
Canada	-	0.1%	133
Mexico		_	_
Other Internat	ional	0.0%	20
APO/FPO Unknown		=	=
Total		100.0%	91,789

Overdrive





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

Job Function

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

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

Number of Vehicles in Fleet

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

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

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