



OVERDRIVE RADIO
 Podcasts featured here and more from our weekly series. Also on TuneIn, Google Music, Spotify or other podcasting app.

smaller operators – 90 percent of trucking is represented by small carriers – may represent the administrator going out of his way to endorse those whose voice isn't heard as loudly on the national level as larger fleets.

Also in this edition: The funny story behind how Arkansas-based owner-operator **Daniel and Phyllis Snow's** 1996 custom Classic XL came to be "The Goose."

by beat at the American Truck-
 ons with *Overdrive* Senior Editor
 following his trip to ATX's
 rence. He provides insight into
 priorities that's loomed large in
 ion of many an owner-operator
 run, especially during debate
 LD mandate.

for **Scott Greneth** and **Mike Johnson** of the North Central
 Texas Council of Governments weigh in on parking.
 And what would you think about a 10-hour break at
 a truck-dedicated secure facility on a NASCAR track? A
 member of the audience at that panel, Houston-based
 Schneider National leased operator **Rodny Ziolkowski**, had a
 novel idea for adding parking capacity: partnering with race-
 track facilities when space is available.

Republicans

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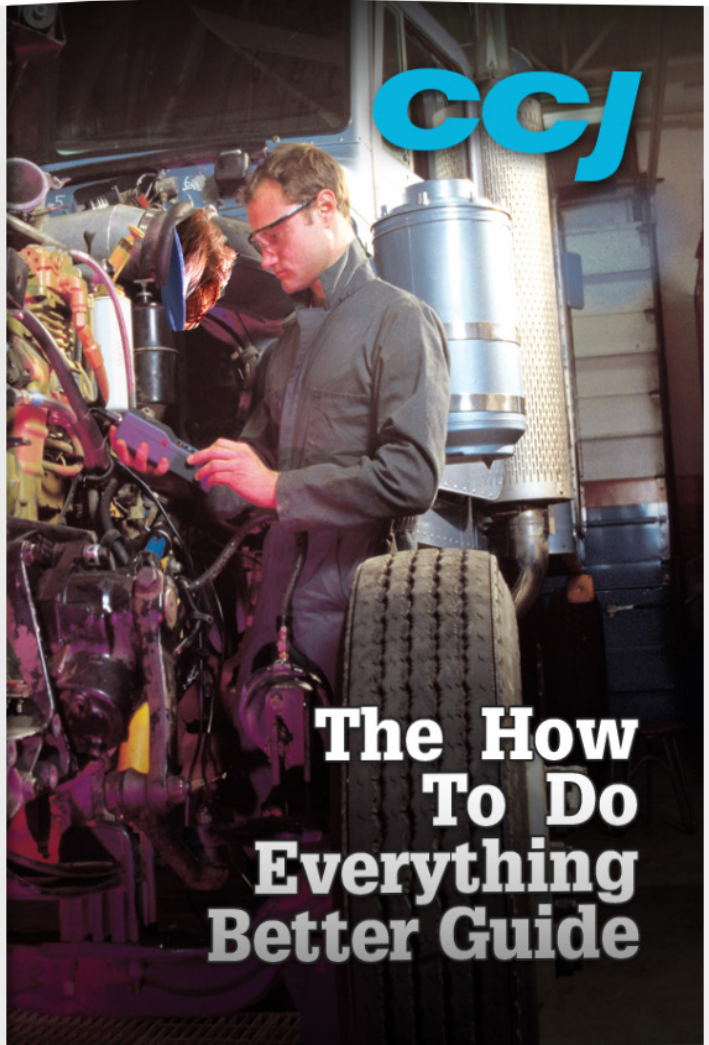
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**Readers' preferred party for House
 of Representatives candidates**

Republican	71%
Democratic	20%
Independent/third party/write-in	4%
Unsure or not voting	5%

Overdrive polling results also showed that in
 21 percent of readers' districts, the House
 race featured no incumbent at all. In those
 that did, just a single percentage point sepa-
 rated respondents who reported intentions
 to vote for the incumbent or the challenger.

single-seat majority over the previous
 congressional term.



The How To Do Everything Better Guide

It's been said that it takes 10,000 hours of work in your chosen field to achieve high-level proficiency. Owner-operators still ratcheting up their expertise can use all the help that's available in every area of their business.

The *CCJ How to do Everything Better Guide* provides shortcuts, tips and super useful stuff on topics ranging from equipment maintenance, tires, insurance, to running a business and to spec'ing new machines – all designed to increase our readers' game.

Each topic section will be available for sponsorship and will include print, digital, social media and other advertiser benefits. Because of the evergreen quality of this content, it's a guide that readers will retain and constantly revisit, providing advertisers with repeat brand exposure.

Potential Topic Areas

Equipment

- How to evaluate equipment lifecycle costs
- How to spec for fuel economy
- How to manage trailer
- How to spec for drivers

Maintenance

- How to do tire inflation
- How to do brake maintenance
- How to do lubrication
- How to do battery maintenance
- How to do trailer maintenance
- How to do tire lifecycle

Technology

- How to manage driver risk
- How to plan loads and routes
- How to leverage HOS/ELD data
- How to match freight

Business

- How to do succession planning
- How to do driver recruiting
- How to do rate negotiation
- How to do claims-free service

Driver management

- How to predict driver turnover
- How to do applicant conversions
- How to do onboarding
- How to meet expectations
- How to do driver pay

Sponsorship Benefits

- Full-page ad in the May print and digital issue of *CCJ* within your topic/section
- *Sponsored by* recognition with Logo/link on the How to do Everything Better Guide micro-site and a logo/name credit with the print editorial
- Access to the topic/section tips for use in your social media
- Leads from downloads of your sponsored topic/section

Investment: \$10,000 per sponsor per section

Distribution:

- 📄 **96.5K** Monthly Print Reach
- 📄 **267K** Website Pageviews
- 👤 **77K** Social Followers
- 📄 **13.9K Recipients** Each topic/section will be featured in an issue of the *CCJ* Weekly Report