



CES

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 Truckers Convention with *Overdrive* Senior Editor following his trip to ATX conference. He provides insight into priorities that's loomed large in the mind of many an owner-operator, especially during debate of the ELD 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

at U.S. House hit, losing more seats than they gained among readers results, as anticipated.

ere most notes of

ans took heart

pproximate third

on the ballot

me, Republicans

he verge of ex-

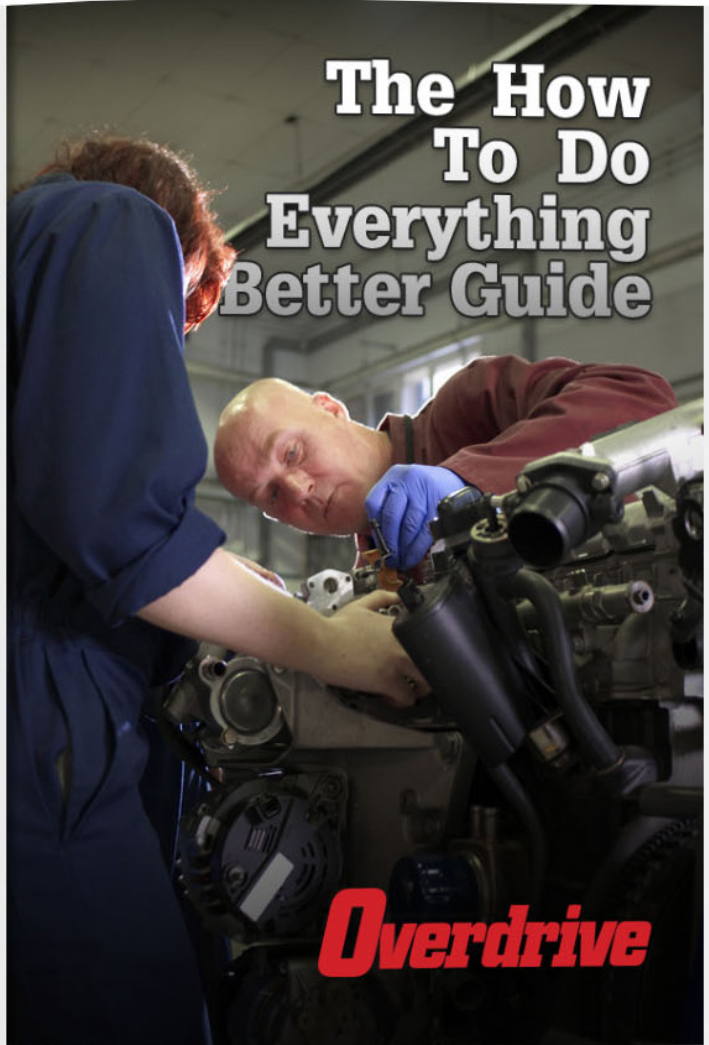
what had been a

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 separated 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 *Overdrive* **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

In-Cab Technology

- ELD
- TV provider
- TV reception
- Laptop vs. tablet

Equipment

- Used-truck warranties
- Inverters
- Headlamps
- Wiring exterior LEDs
- Lease-purchase deals
- Buy vs. lease
- Best financing
- Weight/maximize payload

Insurance

- Coverage review
- Damage insurance
- Deductibles
- Liability insurance
- Health costs

Carrier Lease

- What to ask
- Pay and accessories
- Mileage vs. percentage of revenue pay
- Cost to change carriers
- Leasing vs. trucking with authority

Maintenance

- Choosing road tools
- Maintenance escrow
- Brake maintenance
- Air leaks
- Battery maintenance
- Gladhand seals
- DPF/emissions equipment
- Landing gear
- HVAC preventive maintenance
- Air leaks
- Paint chips and cracks

Oil

- Oil analysis
- Extending drains
- Filters
- DIY oil changes
- Used oil disposal
- Used oil extension

Tires

- Tire cost per mile
- Retread use
- Long-life vs. fuel-efficiency
- Tire pressure load matching
- Wide-single payback

Fuel Efficiency

- Fuel cost per mile
- Cost-efficient aero add-ons
- Highway cost per mile
- ROI on APU

Business

- Financial services providers
- Retirement savings plan
- Income tax bill
- Own authority
- Roll your 14 hours
- Business structure
- Business plans
- Credit scores
- Time management

Load Matching

- Choosing a service
- Data in negotiations
- Using time of day to your negotiating advantage
- Recognize bad deals
- File on a broker's bond
- Factoring
- Freight ecosystem
- Double-brokered load

Truck Stops

- Fuel surcharges
- Cheap after-tax fuel
- Sleeping
- Profitable downtime
- Eating healthy
- Exercise

Personal Care

- Depression
- Ideal food/drink
- In-cab kitchens
- First aid kits
- Odor-free cabs

Sponsorship Benefits

- Full-page ad in the June print and digital issue of *Overdrive* 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:

- 📄 **100K** Monthly Print Reach
- 📄 **778.8K** Website Pageviews
- 👤 **435K** Social Followers
- 📄 **116k Recipients** Each topic/section will be featured in an issue of the *Overdrive* Daily Report