

Advertise with us

Next-Generation Advertising For The Trucking Industry

MEDIA KIT

Reach Trucking Professionals Through Effective Advertising
Across Multiple Platforms

123LOADBOARD
POST • FIND • HAUL

ABOUT 123LOADBOARD

Since 2004, 123Loadboard has enabled owner-operator and broker organizations of all sizes to affordably find loads and equipment types, connect and engage in effective negotiations, and create load hauling contracts to grow their business and improve their revenues.



123Loadboard provides innovative and affordable solutions with unparalleled support to meet customer demands. 123Loadboard is one of the few load board services where load posting is still free for freight brokers.

Today, we provide the highest level of customer service while helping carriers, brokers and shippers to excel in the trucking industry. We use the latest technology to provide members with real-time information about loads and trucks throughout North America.

As our competitors increase, we seek and create new alternatives to maximize customer revenues and loaded miles. Use of our website and mobile app will help increase your business revenues. Our mobile app is one of the top-rated load board app in the industry today.

500K +
USERS
SERVED

35MM +
LOADS MOVED
YEARLY

125K +
MOBILE APP
DOWNLOADS

OUR VISION

Our vision is to be recognized as the leading provider of high-value transportation data and cutting-edge multi-device digital load board solutions that inspire customer loyalty, fuel new customer acquisition, and increase profits. We are dedicated to finding seamless tech solutions and data connection points that can simplify the interactions between carrier, broker and shipper.

To be a leader in the transportation industry, we recognize the need to develop tools that empower both the carrier and the broker to stay connected on the road about location, loads, notifications, and routes. Our mobile apps are well on their way to becoming the vehicle to help deploy and display the tools that will provide seamless transportation information connectivity between the involved parties.

DEMOGRAPHICS/AUDIENCE

Ads appear on over 100,000 pages including our mobile app, website blog, website load and truck search pages, along with many other trucking resource related pages. All banner ads are posted Run of Site (ROS) and rotate among other banner advertisers.

GENDER



73%



27%

GEOGRAPHIC LOCATION

USA: 84%
Canada: 12%
Other: 4%

AGE

Average Age: 25-54 (64% of audience)
Median Age: 46

BUSINESS TYPES

Carriers: 74%
Brokers: 18%
Shippers: 8%

EQUIPMENT TYPES

Flatbed: 46%
Van: 27%
Reefer: 18%
Other: 9%

TRAFFIC

123Loadboard is an industry leader in load board solutions with affordable web and mobile app platforms. Some of the world's largest carriers, owner-operators and freight brokers rely on our load matching services to find loads and move truck freight.

2.6 MM

MONTHLY
PAGE VIEWS

9.6MM

MONTHLY BANNER
AD EXPOSURES

18+ min

AVERAGE TIME
ON SITE

2.1-4.1%

AVERAGE CLICK
THROUGH RATE

29.26%

NEW
VISITORS

70.74%

RETURNING
VISITORS

SOCIAL

5K +

TWITTER
FOLLOWERS

22.5K +

FACEBOOK
FANS

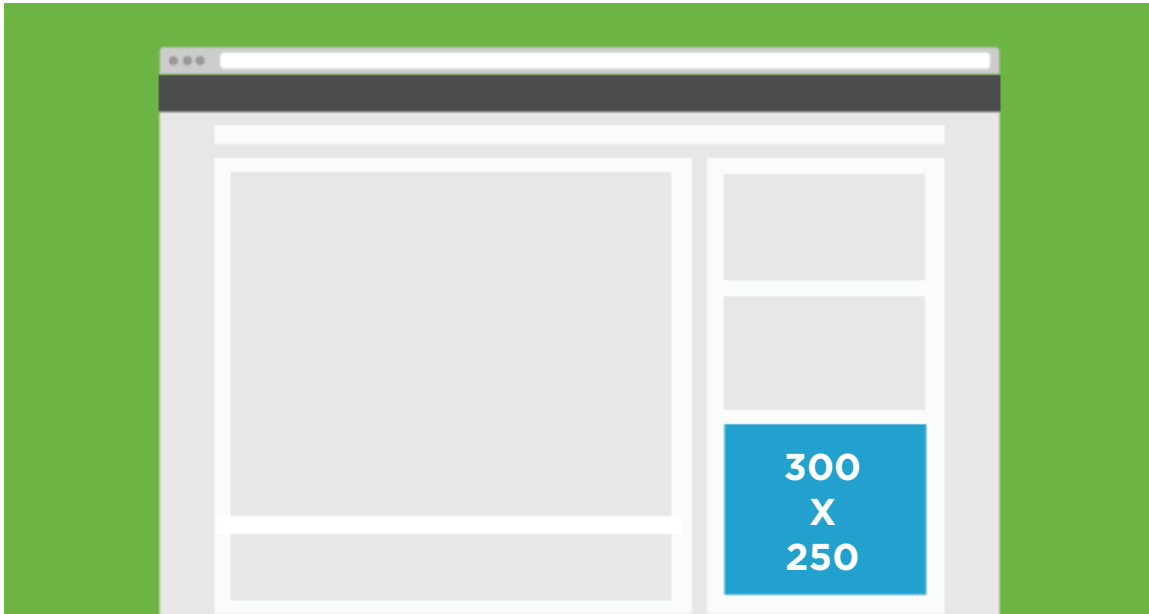
1.4K +

LINKEDIN
FOLLOWERS

BANNER SIZES AND SPECIFICATIONS

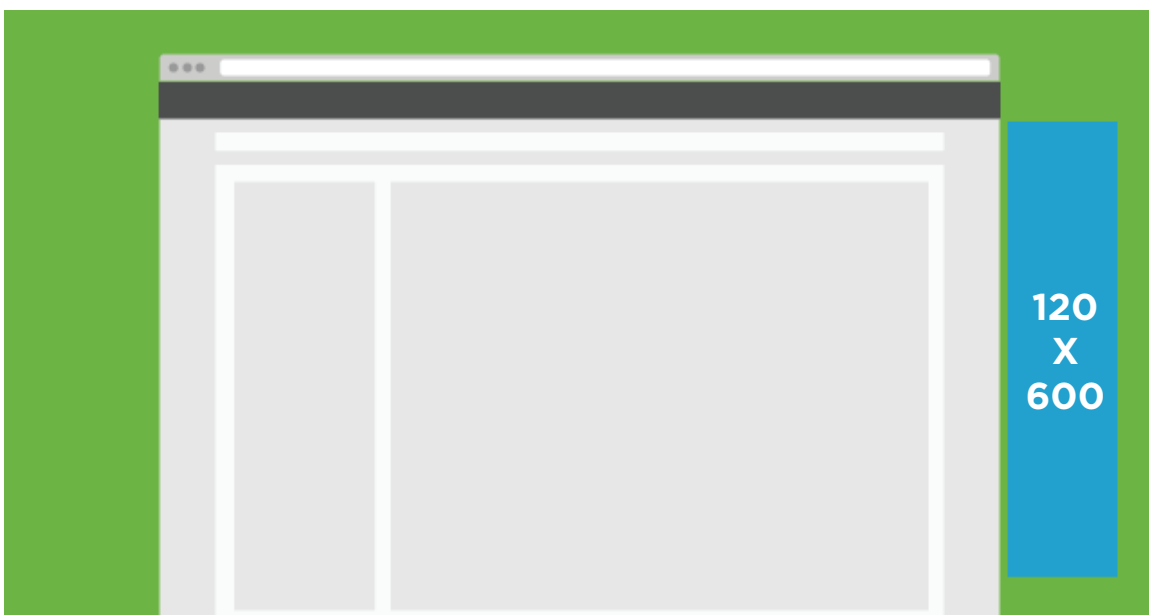
Big Box (300 x 250)

The big box banner appears on the right side of all our blog posts making it one of the first things a viewer sees.



Skyscraper (120 x 600 pixels)

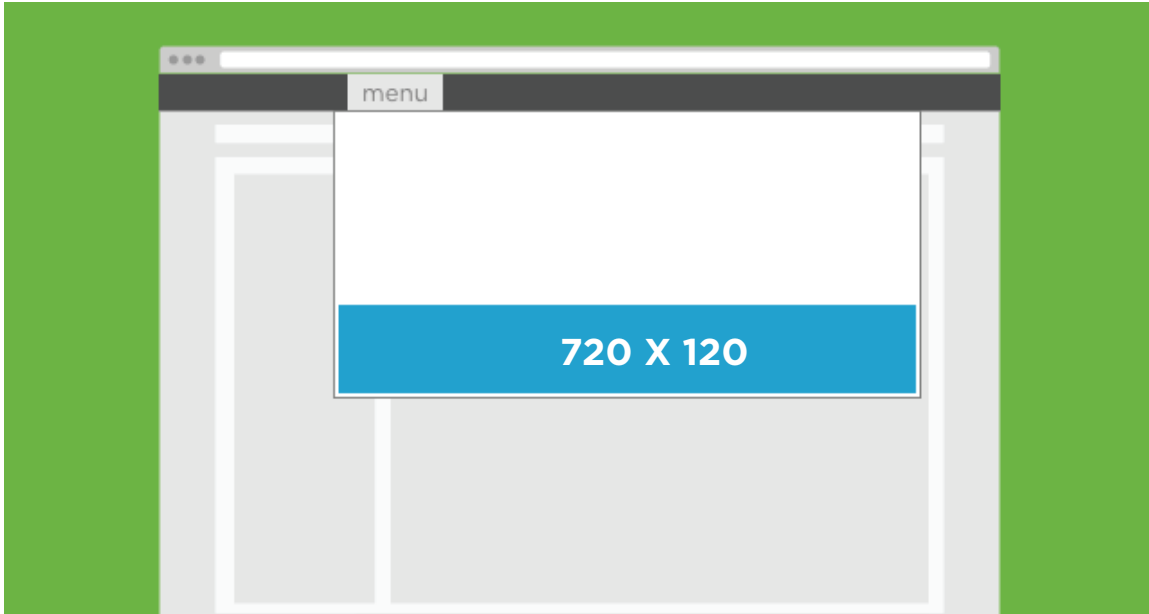
The skyscraper banner appears on the right side of all member (ie. internal) webpages making it the most prominent banner ad placement on 123Loadboard with the highest click-through-rate.



BANNER SIZES AND SPECIFICATIONS (continued)

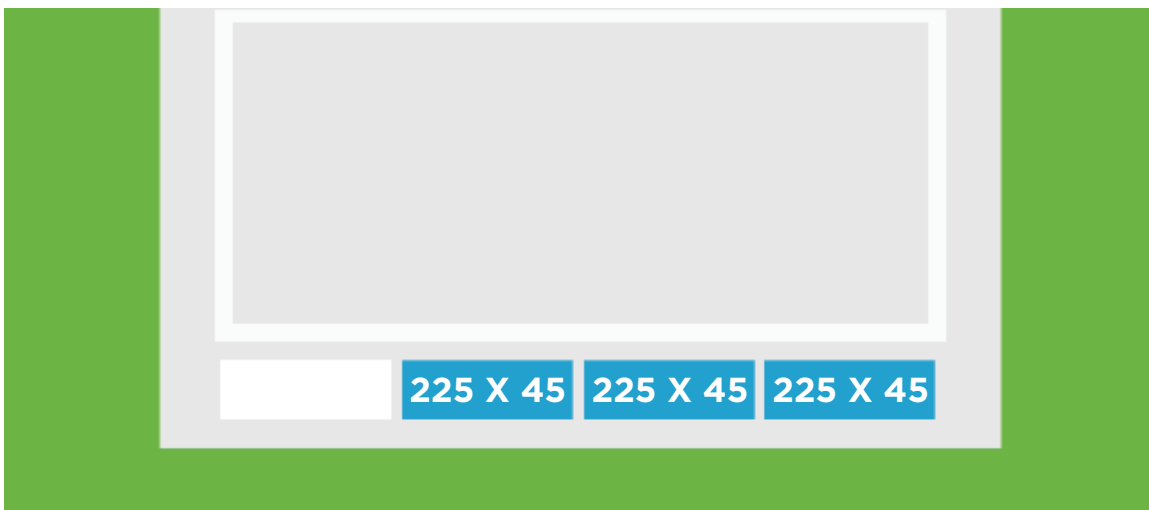
Custom Leaderboard (720 x 120)

The custom leaderboard banner appears on the navigation menu on member (ie. internal) webpages. It is the largest ad on 123Loadboard and covers 1/3 of the menu area.



Horizontal (225 x 45)

The horizontal banner appears on the bottom of all member (ie. internal) webpages making it one of the last things users see before going to another page or leaving the site.



BANNER SIZES AND SPECIFICATIONS (continued)

Mobile App (320 x 50)

The mobile app banner appears at the bottom of all mobile app downloads for guest users. Our Android and iOS mobile apps have been downloaded over 125,000 times and we now have more users on our apps than our website.

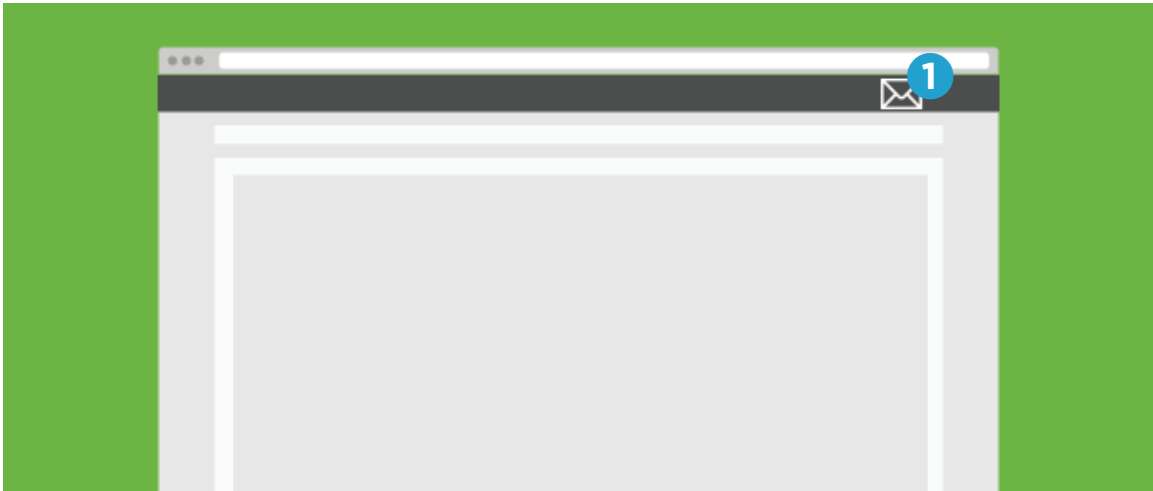


BANNER SIZES AND SPECIFICATIONS (continued)

INTERNAL MESSAGING

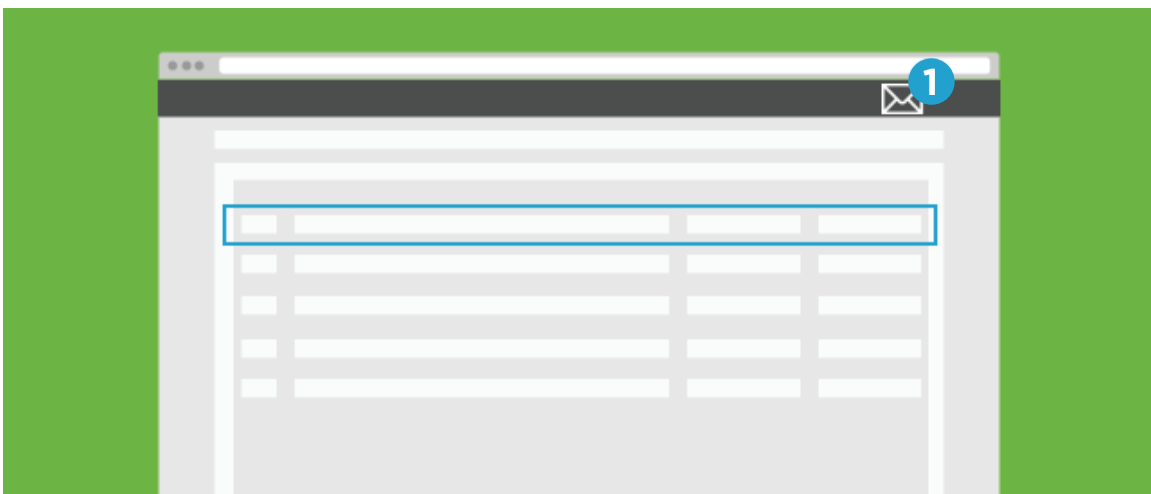
1. New message alert when user signs in on any desktop

Once a member logs into their account they get notified that they have a new message:



2. Message available in user's Inbox

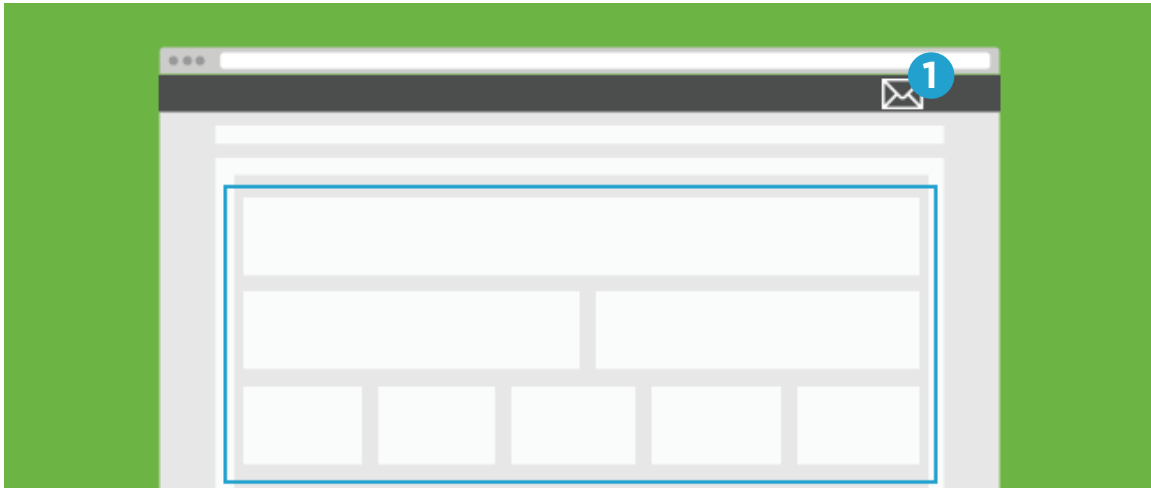
Once the user clicks the message alert icon on the dashboard it will open their Inbox and display the message subject, sent date and message type (i.e. announcement, promotion, notice, etc).



BANNER SIZES AND SPECIFICATIONS

3. Message contents delivered

Once a user clicks the message subject, the content will automatically open and be displayed for the user to view. You have the option to display images, text, call-to-actions, links, etc.



BANNER ADVERTISING RATES

Banner ads on 123Loadboard's website and mobile apps are seen by thousands daily, including carriers, owner-operators, brokers and shippers. Banner ads are click generated and link your customers to your website.

Rates start at \$500/month.

BANNER ADVERTISING

	1 month	3 months	6 months	12 months
Big Box	\$800	\$600	\$550	\$500
Skyscraper	\$1,200	\$800	\$750	\$700
Custom Leaderboard	\$1,200	\$800	\$750	\$700
Horizontal	\$800	\$600	\$550	\$500
Mobile App	\$1,200	\$800	\$750	\$700
All Banners (best value)	\$2,500	\$2,000	\$1,800	\$1,400

INTERNAL MESSAGING

123Loadboard offers advertisers the ability to send our load board members an internal message (similar to email). The advantage of using Internal Messaging is that your message won't find the SPAM folder compared to regular email marketing.

Rates start at \$600/month.

INTERNAL MESSAGING

	1 month	3 months	6 months	12 months
Per message	\$1,500	\$1,000	\$800	\$600

Have questions?

Contact us at advertising@123loadboard.com or call 877-875-5301, option 5.

ADVERTISING CONTRACTUAL ORDER FORM

Fax completed form to 877-875-0110.

BANNER ADVERTISING (circle options)

	1 month	3 months	6 months	12 months
Big Box	\$800	\$600	\$550	\$500
Skyscraper	\$1,200	\$800	\$750	\$700
Custom Leaderboard	\$1,200	\$800	\$750	\$700
Horizontal	\$800	\$600	\$550	\$500
Mobile App	\$1,200	\$800	\$750	\$700
All Banners (best value)	\$2,500	\$2,000	\$1,800	\$1,400

INTERNAL MESSAGING (circle option)

	1 month	3 months	6 months	12 months
Per message	\$1,500	\$1,000	\$800	\$600

COMPANY PROFILE / PAYMENT

Company Name				
Street Address				
City		State		Zip
Contact Person			Title	
Phone			Email	

Billing Information (if different than above)

Company Name				
Street Address				
City		State		Zip
Contact Person			Title	
Phone			Email	

Payment (circle option)	VISA MASTERCARD AMEX CHECK (payable to 123Loadboard)		
Credit Card Number			Expiry Date
Full Name on Card			CVC
Signature			Date

Note: By executing and signing this form, you hereby agree to the General Terms and Conditions regarding advertising on 123Loadboard.com's Web Site located at "http://www.123loadboard.com and mobile apps". See next page for Terms & Conditions.

GENERAL TERMS AND CONDITIONS

The following are the general terms and conditions regarding advertising on 123Loadboard's (123LB) web site located at <http://www.123loadboard.com> and 123Loadboard's Android and iOS mobile apps

1. Advertiser acknowledges that it is generally familiar with the nature of the Internet and proposed uses thereof.
2. In consideration of the placement of advertisements on the 123LB's web site (www.123loadboard.com) and mobile app the advertiser agrees to indemnify and save 123Loadboard.com, its officers, directors, agents and employees harmless from and against any and all claims, suits, losses and/or expenses arising out of any aspects of the content and/or the appearance of such advertisement(s) on 123loadboard's web site and apps, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the right of privacy act.
3. It is agreed that the advertiser is liable for payment of invoices for advertising made available on <http://www.123loadboard.com>. Any reference to 123LB in advertisements, promotional material or merchandising by the advertiser is subject to prior written approval by 123LB for each use.
4. 123Loadboard.com shall not be subject to any liability whatsoever for any failure to provide reference or access to all or any part of the advertising due to systems failures or other technological failures of 123LB or the Internet or other circumstances beyond 123LB's control. 123LB is not responsible for banner ad links that are not active.
5. Unless otherwise agreed by 123LB and advertiser, 123LB shall have the right to insert the advertising in various areas of the 123LB web site at its discretion.
6. 123LB is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency. In the event of such errors or omissions in an ad, the advertiser will not be entitled to a refund.
7. All advertisements are subject to the approval of 123LB. 123LB reserves the right to redesign, modify or restructure the organization, structure, "look and feel," or make non-substantive changes to an ad; and, if such changes would materially change the ad, 123LB will work in good faith with the advertiser.
8. 123LB reserves the right to provide advertising of equal or comparable value in the event that the specific advertising area/time/space are unavailable.
9. 123LB has the right, in its sole discretion, to book any advertiser, even if another advertiser would be deemed to be a competitor.
10. Advertiser cannot resell ads or allow other parties to use the ad space without 123LB's permission.
11. Advertiser warrants that their advertisements will not violate any applicable law, regulation or third party right, rights of privacy, or advertising laws, and that the advertiser will at all times comply with generally applicable advertising standards and practices and the standards and practices of 123LB, including 123LB's Privacy Policy and Terms of Service.
12. Advertiser represents it has a reasonable basis for any claims made in its ad.
13. In no event will the advertiser state or imply that its ad or services are endorsed by 123LB.
14. Advertiser will be solely responsible for all customer service and order fulfillment.
15. Full payment to be received prior to ad placement.
16. Ads/Contract will be discontinued/cancelled if payment is not received within 30 days. Past due amounts are subject to additional finance charges of one percent (1%) per month (12% per annum) on the 123LB invoice balance.
17. All rates are net and in USD. Agencies, call (877) 875-5301, ext 5.
18. Banner rates do not include the cost of design and production of the banner. 123LB can provide design services if advertiser does not have any advertisement in the form of banners. Fees for developing and creating an ad for advertiser are: \$60/hour (3 hour minimum).
19. Prepayment in full must accompany the signed 123LB Banner Advertising Contractual Order Form to reserve and guarantee space. Payment will be collected on day of the initial release of the advertiser's Banner Ad and will be nonrefundable unless contract is cancelled.
20. Cancellation & Refund Policy: Contract must be cancelled, in writing, within 1 business days of the client signature. A \$60 per month cancellation fee will be deducted from the refund.
21. No minimum circulation or exposure is guaranteed hereunder. 123Loadboard may cancel any ads at anytime.
22. Minimum contract term is one month.
23. 123LB reserves the right to reject or cancel any advertising and/or linkage to an advertiser's site on the Web for any reason at any time, including without limitation as a result of linkages to other sites on the Web included in the advertiser's site.
24. Advertiser agrees to all of the above General Terms and Conditions upon execution of the 123LB Banner Advertising Contractual Order Form.

For questions regarding our Advertising General Terms and Conditions, please contact:

Phone: 877-875-5301, ext 5
Email: advertising@123loadboard.com