



 **FREIGHT**WAVES[®]
RATINGS

MEDIA KIT **2021**

Elevate your brand to the forefront of the conversation around solutions and services that are driving the trucking & transportation industry.



More Than Ratings

FreightWaves Ratings delivers in-depth coverage for the solutions and services that drive the transportation industry.

As one of the leading voices of data and innovation in trucking, FreightWaves Ratings facilitates the rapid adoption of technology and optimization solutions into the industry.

EVERY TOPIC ON FREIGHTWAVES RATINGS IS DRIVEN BY A THREE STEP CONTENT PROCESS:



Comprehensive Editorial Reviews

FreightWaves' team of editorial writers produces an in-depth editorial review of select products.



Honest User Feedback

Users are invited to share their honest feedback to crowd-source the best market sentiment.

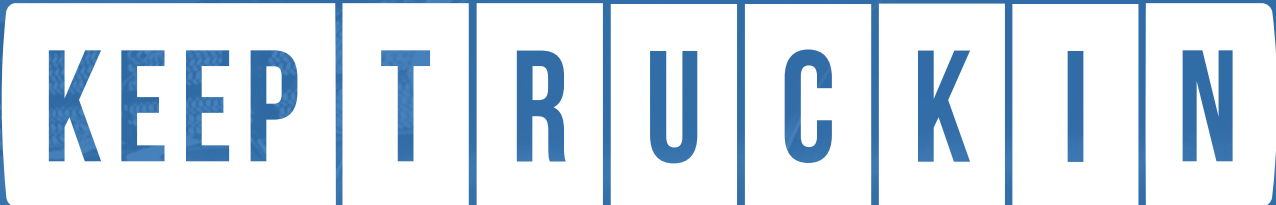


Educational Resources

FreightWaves produces industry leading tips and education materials to help users in their search for the right solution for their business.

TRUSTED BY THE BIGGEST LEADERS IN THE INDUSTRY

 **KONEXIAL**

 **KEEP TRUCKIN**

 **EROAD**

 **samsara**



How We Make Money

Ratings.FreightWaves.com is reader-supported. If you click on or buy something via a link on our site, we may earn a commission. This is how we can stay in business. We think it's a good deal for us and for you — if we've done the right research, and presented it well, then you'll be ready to make your purchase and never have to take an ad campaign at face value again.

PARTNERSHIP OPTIONS

Premium List Position

On the main list of Reviews, your product can be listed in one of the top positions in the default sorting. This gives more immediate visibility to your product or service. The price for each position is:

#1 Position: \$1,500/mo

#2 Position: \$1,250/mo

#3 Position: \$1,000/mo

#4 Position: \$750/mo

Sidebar Display Advertising

Sidebar Unit: 336x280

Leaderboard Unit: 970x90

Contact us for more details.

Review Listing

Standard: \$800/annual

Video Add-On: \$200/annual

Affiliate Partnership

This makes your product appear prominently at the top of the page. You can also add a “Contact Us” form so visitors on our site can inquire directly about your offerings.

Depending on the product or service the pricing model can vary and includes performance incentives. Contact us for more details.

This cost includes a trackable Call-to-Action Button on your listing page such as “Buy Now” or “Learn More.”

Additional content collaboration or sponsorship is available for affiliate partners. Please reach out for more details.

CTA or Affiliate Link

This button would take visitors to your website where they can make a purchase or request a demo, etc.