



**FREIGHT WAVES**  
RATINGS

**MEDIA KIT 2022**

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

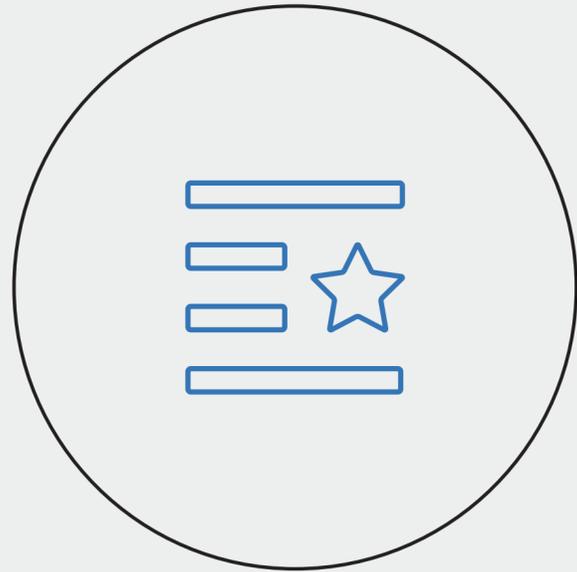


# More Than Ratings

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

### Priority Placement:

#### Be a Featured Company on Editorial List

Over the course of one month, be listed as a Featured Company on an article about your solution in the industry

- Include a link to your service offering/website
- Be featured at the top of the article as a Featured Company
  - **Contact us for more details.**

#### Featured Product/Service Review:

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.**

### Custom Content and Visibility

#### FreightWaves Custom Content

Custom content focused on keyword ranking and visibility

- Leverage our domain & content, and highlight your brand — targeting the consumers you want to get in front of.
- MultiDomain strategy — Use another domain to help rank content, and get organic traffic that drives customers.
- Better value than Adwords — Evergreen content, flat fee, continuously get organic traffic month over month, and continue to scale by adding new content each month.
  - **Contact us for more details.**

#### FreightWaves Directory/Review Listing

Custom product or service Review on Ratings.freightwaves.com.

- The ability for peer user review submissions
- Ability to add a trackable Call-to-Action Button on your listing page such as “Buy Now” or “Learn More”
- Increased search visibility across Google and Bing
  - **Contact us for more details.**

Additional content collaboration or sponsorship is available for affiliate partners. Please reach out to [Ratings@freightwaves.com](mailto:Ratings@freightwaves.com) for more details.

## PARTNERSHIP OPTIONS

### Display Advertising and Affiliate Placements

#### Display Advertising

Ability to target specific categories, content, or vertices with a premium placed display advertising

- Sidebar (336x280) and Leaderboard (970x90) impressions available
  - **Contact us for more details.**

#### Affiliate Partnership

#### High Impact CTA/Affiliate link

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

- This includes a trackable Call-to-Action Button on your listing page such as “Buy Now” or “Learn More”.
  - **Pricing models**
    - CPC
    - CPL
    - CPA

#### Coming Soon:

##### Weekly Newsletter Sponsorship:

- Weekly Review Breakdown
- Head to Head Product Showdown

##### Interactive Content:

- Most Searched
- Trending Products

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