

***Buying power that
beats the fleets.***



LLMEDIA

The news and information source for professional truckers



\$27 billion mega buying power

When it comes to trucks, individual owner-operators and small family-owned trucking companies make up the largest group of decision-makers in the nation. As the official publication of the Owner-Operator Independent Drivers Association, Land Line is your conduit to the largest "fleet" in the country with stated buying power of more than \$27 billion.

The association's 160,000+ strong membership represents truck ownership of more than 200,000 trucks. **You would have to combine the nation's top 15 fleets - including UPS, FedEx and XPO - to beat that number.**

From surveys of the Owner-Operator Independent Drivers Association membership, we see the billions spent on things like truck payments, fuel, tires and much, much more.

And that's not all we can deliver.

Land Line Magazine boasts a qualified circulation, a combination of OOIDA members and direct requests from industry affiliated individuals, of 212,431.* Land Line Magazine is direct-mailed to the homes or businesses of its readers, right into the hands of the people who hold the purchasing power and decision making.

More than 400,000** professional drivers find the answers and information they're looking for in Land Line Magazine. From equipment, parts, service and repairs, to news about the industry and in-depth analysis of safety and regulatory issues - everything that owner-operators need to run their business more effectively.

LAND LINE
MAGAZINE

LLMEDIA

LandLine
NOW

Readers appreciate this familiar tone and grasp of knowledge that Land Line provides. Because of its top quality content and solid reliability, Land Line Magazine is the overwhelming choice (by an 8-1 margin**) over any other trucking publication.

Add the additional reach of the Land Line Now podcast and the all-new LandLine.Media website, retooled for the mobile user, and the buying power we deliver soars.



160,000 members own and operate 200,000 trucks



\$15.7 billion for fuel



\$6 billion for truck payments



\$1.3 billion for maintenance



\$1.2 billion for tires



\$1.5 billion for repairs

Source: Biennial OOIDA Member Survey



OOIDA

Fighting for the rights of truckers for more than 47 years.

The Owner-Operator Independent Drivers Association is the international trade association representing the interests of independent owner-operators and professional drivers on all issues that affect truckers.

Started in 1973 during the Arab oil embargoes that literally shut down the trucking industry and nearly crippled the nation, OOIDA has scrapped and fought for the little guy since day one. The association's founding members (which included the late Jim Johnston, former OOIDA president) traveled to Washington, D.C., to present the problems of the trucking industry before lawmakers.

After a few weeks and many long meetings, the group left Washington very frustrated but none

the less enlightened on what would need to be done. They understood that to accomplish anything in our nation's capital, they would need to be better informed, funded and unified.



Then-President and CEO Jim Johnston, right, testifying before Congress in 1976.



Fast forward to today, 47 years strong. OOIDA has stayed true to our mission by:

- **Testifying** before the U.S. Congress, federal agencies and state governments on transportation matters
- Providing **effective representation** of the views and concerns of professional truckers at all levels of government
- **Educating and informing** truckers of political and economic issues that will effect their lives and profession through Land Line Magazine, Land Line Now and LandLine.Media, along with newsletters, meetings, etc.
- **Coordinating opportunities** to encourage OOIDA members to actively participate and communicate with appropriate publish officials on legislative and regulatory issues
- **Implementing benefit programs** where OOIDA members can combine their purchasing power for better pricing and discounts on items essential to their businesses
- **Upgrading highway safety** by supporting and advocating responsible initiatives that will produce measurable improvements in highway safety for truckers and other highway users
- **Defending the rights** of professional truckers in the courts and other jurisdictions when those rights are threatened



President and CEO Todd Spencer before the House Highways and Transit Subcommittee in 2019.

LAND LINE

Celebrating 45 Years

In 1975, OOIDA's then-president Jim Johnston was sick and tired of not getting the media coverage he felt like the then 2-year-old Association deserved. Unlike most people who think freedom of the press is their right to demand they get reported on, Jim started the Association's own magazine.

Land Line Magazine evolved into the go-to news resource for all professional truckers who want to know how the news will affect them - not the spin the mega fleets put on the news.

Fast forward 30 years later, and it was déjà vu all over again. XM Satellite Radio was all the rage. Johnston wanted the truckers' side of the issues of the industry reported just as loudly as all the fleet double-speak. So we did it again. We started up our own radio

show in 2005.

Tune in at 7 p.m. Eastern to Sirius XM Road Dog Channel 146. But, for truckers loading, unloading, fueling, getting an inspection - you know, all that busy work that goes with trucking - and miss out, never fear. Our website feeds them a steady dose of replays of the show via Land Line Now podcasts. They can tune in on the site or on one of the numerous podcast apps we are available on.

You'll find a little bit of everything on our new website. Re-imagined and designed to optimize performance on mobile devices - our audience is if nothing else mobile. Packed with daily and magazine news as well as podcasts, we give our visitors plenty of information to digest.



2020 Editorial Calendar

February SPACE CLOSE: 12/20 | MATERIALS DUE: 12/27
 FEATURE: **Automatic/automated transmissions**
 BONUS: **OOIDA Grassroots Guide**

Mar/Apr SPACE CLOSE: 1/17 | MATERIALS DUE: 1/24
 FEATURE: **Used Trucks**
 BONUS: **Mid-America Truck Show preview**

May SPACE CLOSE: 3/20 | MATERIALS DUE: 3/27
 FEATURE: **Brake Maintenance**
 BONUS: **Personal Safety**

June SPACE CLOSE: 4/17 | MATERIALS DUE: 4/24
 FEATURE: **Tire Pressure Monitoring and Inflation Systems**
 BONUS: **Summer Side Trips**

July SPACE CLOSE: 5/21 | MATERIALS DUE: 5/29
 FEATURE: **Fuel Saving Strategies**
 BONUS: **Truck Parking Apps**

Aug/Sept SPACE CLOSE: 6/19 | MATERIALS DUE: 6/26
 FEATURE: **Driver Assist Features**
 BONUS: **Guilty By Association Truck Show preview**

October SPACE CLOSE: 8/21 | MATERIALS DUE: 8/28
 FEATURE: **Winter Weather Prep**
Chain Law Roundup
 BONUS: **OOIDA's Guide to the 2020 Election**

November SPACE CLOSE: 9/18 | MATERIALS DUE: 9/25
 FEATURE: **Oils and Lubricants**
 BONUS: **Cool Gifts**

Dec/Jan SPACE CLOSE: 10/23 | MATERIALS DUE: 10/30
 FEATURE: **Aftermarket Solutions**
 BONUS: **Build Your Professional Back Office Team**



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