



2025 Media Kit

 truckdriversus.com | driver.jobs



Driving Connections That Move the Nation

The Truck Drivers USA and DRIVER.Jobs network is committed to advancing the transportation industry by connecting the best candidates with top transportation providers. Together, we provide recruitment solutions that deliver measurable results for employers while helping drivers find meaningful, rewarding careers.

We connect two incredible communities—drivers and employers—through innovative tools, advanced technology, and the largest online network of truck drivers in the U.S.



Simplifying Recruitment, Elevating Results

Our process is designed to connect you with the right drivers—quickly and efficiently. Here's how we do it:



1 Engage Drivers:

With over 7 million drivers across Truck Drivers USA and DRIVER.Jobs, we provide unmatched reach and engagement, offering employers access to the largest online truck driver community in the nation.



2 Tailored Recruitment Strategy

We collaborate with you to create a custom recruitment plan that fits your unique hiring needs, timeline, and budget—no cookie-cutter solutions, just personalized results.



3 Pre-Qualified Leads

Using advanced algorithms and geo-targeting tools, we connect you with drivers who meet your exact criteria, ensuring only high-quality, ready-to-work leads.



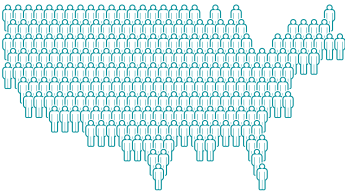
4 Lead Nurturing & Seamless Integration

Our process integrates directly into your ATS, ensuring you never miss a lead while maximizing efficiency. We use AI-powered tools like Lead2Hire to engage and convert leads through automated outreach, answering FAQs, and guiding them seamlessly into your system.



Driving Recruitment Results at Scale

Together, Truck Drivers USA and DRIVER.Jobs create a recruitment powerhouse. We deliver measurable results, bringing qualified drivers straight to you, leveraging unparalleled reach and data-driven insights to supercharge your recruitment strategy.



7M+
SOCIAL COMMUNITY PARTICIPANTS



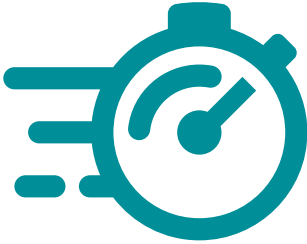
10M
POST ENGAGEMENTS MONTHLY



130M
MONTHLY POST IMPRESSIONS



80%
UNIQUE VISITORS PER MONTH



36 HOURS OR LESS:
AVERAGE LEAD AGE



25%
MONTH-OVER-MONTH GROWTH IN UNIQUE APPLICATIONS



17%
OF LEADS ARE FROM VETERANS

Truck Drivers USA and DRIVER.Jobs connects you with qualified drivers where they already are – on the nation’s largest online truck driver platform.



Reaching the Drivers You Need

Whether you're targeting regional, OTR, or final-mile drivers, Truck Drivers USA and DRIVER.Jobs connect you to the right talent—faster and more efficiently than ever before.

Broad Reach:

Access a driver network of over **7 million** across the U.S.

Engagement at Scale:

Generate over **10 million** engagements per month through our platform.



Nationwide access
to the largest network of drivers.



Custom solutions
that drive measurable results.



Targeted campaigns
for regional, OTR, and final-mile needs.



Smart, Fast, and Effective Lead Generation

Our solutions deliver quality driver leads at scale, empowering you to focus on hiring instead of hunting.

OFFERINGS

Pre-Qualified Leads System

We leverage our custom audiences to connect you with high-quality drivers who meet your exact hiring criteria.

Social Advertising

Targeted campaigns drive high-quality traffic directly to your application portal.

Driver Network Leads

Geo-targeted and pre-qualified leads tailored to your unique hiring needs.

Text, Call, and Email Campaigns

Text, call, and email campaigns engage drivers on their terms, boosting response rates.

Event Marketing

Promote hiring events to maximize attendance and capture in-demand talent.



Why Choose Us?

With the combined power of Truck Drivers USA and DRIVER.Jobs, you'll enjoy unparalleled access to driver leads and tools that streamline the hiring process.



Build Brand Awareness. Drive Recruitment Success.

By utilizing Truck Drivers USA and DRIVER.Jobs, your brand will stand out in a competitive market while attracting top-tier talent.

KEY OFFERINGS

Web Banner Campaigns

Highlight your brand on our website, viewed by millions of drivers monthly.



Website Sponsorships

Gain premium exposure and position your brand as a leader in the industry.



Landing Page Development

Convert traffic into applications with customized, high-converting pages.



Featured Jobs

Drive direct, qualified traffic to your job postings.



Sponsored Content

Share your company story through blogs, videos, and social media content distributed across our network.



Recruit Smarter with AI-Powered Lead Nurturing: Lead2Hire

Transform your hiring pipeline with AI-driven tools designed to engage, nurture, and convert driver leads more effectively, saving time and increasing recruiter efficiency.





Overview:

Lead2Hire is an innovative lead nurturing solution that leverages the power of artificial intelligence to streamline the recruitment process for trucking companies. By automating repetitive tasks like answering FAQs and providing follow-ups, Lead2Hire allows recruiters to focus on engaging with the best candidates at the right time.

With three flexible packages tailored to meet your needs and budget, Lead2Hire ensures you're equipped with the tools to attract, nurture, and hire top-tier driver talent.

OPTION 1	OPTION 2	OPTION 3
Facebook Messenger AI Chatbot	Email and Text Message Lead Nurturing	Lead2HireUSA Premium
<ul style="list-style-type: none">Engage drivers 24/7 with an AI-powered chatbot that handles FAQs, follow-ups, and applications.Provide live chat capabilities for recruiters to step in when needed.Automate key processes such as "Learn More," "Apply Now," and real-time responses to driver inquiries.	<ul style="list-style-type: none">Automate timely outreach via email or SMS for seamless lead engagement.Send immediate follow-ups to pre-qualified drivers once they complete a short form.Encourage full applications with reminder messages sent 48 hours post-form submission.	<ul style="list-style-type: none">Combines the power of AI chatbots, email, and text nurturing.Gain access to instant pings to the Lead2Hire driver database for real-time engagement.Deliver a complete lead nurturing solution for maximizing conversion rates.

Features & Benefits:

 <p>Save Time: Automate repetitive recruiter tasks, freeing up time for meaningful candidate interactions.</p>	 <p>Boost Engagement: Interact with drivers where they are most active—whether on Facebook, email, or SMS.</p>	 <p>Enhance Conversion Rates: Keep leads warm and engaged through consistent follow-ups and insights-driven strategies.</p>	 <p>Maximize Results: Flexible packages ensure the right fit for your goals and budget.</p>
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Lead2Hire helps trucking companies manage and grow their driver pipelines with intelligent, automated tools that drive results.

truckdriversus.com



Connecting Drivers to Final-Mile Opportunities

Fill your final-mile delivery positions with pre-qualified, ready-to-work drivers.

DRIVER.Jobs is your go-to platform for connecting with qualified drivers who are ready to meet the demands of final-mile delivery positions. Whether you need help with lead generation, nurturing, or targeted advertising, DRIVER.Jobs provides the tools and support to reach your recruitment goals.

With millions of truck drivers in our network, we specialize in helping trucking companies find the perfect candidates for their final-mile delivery roles, creating lasting connections that power your business.

Key Features:



Tailored Lead Generation:

Receive pre-qualified driver leads based on your hiring criteria, including location, experience, and certifications.



Targeted Social Advertising:

Leverage engaging, geo-targeted campaigns that deliver your message to drivers who meet your specific needs.



Direct Marketing Campaigns:

Increase engagement and drive applications with SMS and email outreach designed to captivate and inform.



Comprehensive Lead Nurturing:

Guide your leads from initial interest to full application through proven engagement strategies.

Why Choose DRIVER.Jobs?

1

Expansive Reach

Tap into the largest network of truck drivers in the U.S., with millions of active members.

2

Strategic Targeting

Ensure your recruitment campaigns reach the right drivers at the right time.

3

Full-Service Solutions

From generating leads to nurturing applications, we provide an end-to-end approach to recruitment.

How It Works:

1

Define Your Hiring Needs

Share your hiring criteria, including location, experience, and job type.

2

Launch Campaigns

We create customized advertising and outreach campaigns to connect with the best-fit drivers.

3

Engage and Convert

Leads are nurtured and encouraged to apply through automated systems, ensuring they're ready to fill your positions.

3

Achieve Results

Build a reliable, long-lasting driver pipeline for your final-mile delivery operations.

Partner with DRIVER.Jobs today and take control of your recruitment success.

