

Reach trucking professionals at work.

Advertising across the Trulos public website, Dispatch TMS, mobile app, load board, trucking tools, and newsletter.

THE DIFFERENCE

Not just beside trucking content - inside the workflows that keep freight moving.

A QUALIFIED FREIGHT AUDIENCE

Built for people who move freight - and the work they do every day.

Trulos serves carriers, owner-operators, freight brokers, dispatchers, and shippers across public discovery tools and authenticated business workflows.

5,000+

registered users

~500

new registrations per month

5,600

public web users

1,200

mobile app users

Recent 30-day activity

13,000 public web views | 16,000 mobile views | 9,600 Dispatch views

Audience figures supplied from Trulos internal registration and analytics reporting. Recent 30-day snapshot, August 2026. Public, mobile, and Dispatch users are not additive unique reach.

WHY TRULOS WORKFLOW MEDIA

An impression becomes more valuable when the business context is clear.

Public content builds awareness. Dispatch and mobile reach people who have taken the next step: creating an account, downloading the app, or using Trulos to manage

PUBLIC WEB

Discovery and awareness

- Articles and public trucking pages
- No-login load board and utilities
- Broad reach across industry interests
- Best entry point for campaign testing

DISPATCH + MOBILE

Active business context

- Authenticated TMS and mobile use
- Loads, carriers, documents and invoices
- Repeated exposure during real workflows
- Best for qualified reach and response

Task-focused users often filter out irrelevant advertising. Trulos's strongest opportunity is to align the advertiser's solution with the work already happening on the page.

Research basis: Nielsen Norman Group banner-blindness findings; Wang et al. (2022) contextual mobile advertising study; IAS/Tobii contextual-attention research. Sources listed on page 7.

ADVERTISING INVENTORY

Reach the audience from freight discovery through daily operations.

Campaigns can combine public reach with premium workflow exposure. Final placement availability depends on campaign category, format, and active inventory.

PUBLIC WEB	Homepage, articles, freight market pages and public trucking tools	Awareness
LOAD BOARD	Load search, lane pages and load-related decision points	Discovery + intent
DISPATCH TMS	Loads, carrier work, documents, invoices and operational pages	Premium workflow
MOBILE APP	On-the-road load and dispatch-friendly mobile use	Premium workflow
CARRIER INTELLIGENCE	Carrier research, due diligence and risk-related decisions	Contextual
NEWSLETTER	Dispatch tips, product updates and sponsored education	Repeat reach

Context examples: factoring near invoicing, compliance near carrier research, and fuel or maintenance offers near fleet workflows.

2026 INTRODUCTORY PRICING

Start small, then move closer to the workflow.

Flat monthly pricing makes Trulos easy to test. Premium packages reflect stronger audience qualification and business context.

STARTER BANNER \$100/mo	Public articles and general pages Shared rotation 1 creative 30 days
PUBLIC WEB \$350/mo	Homepage, public load board and tools Priority rotation up to 2 creatives
DISPATCH \$750/mo	Authenticated web TMS workflows Placement reporting 3-month minimum
CROSS-PLATFORM \$1,250/mo	Dispatch TMS + mobile + public web Up to 3 creatives 3-month minimum
CATEGORY SPONSOR \$2,500/mo	Exclusive category across premium inventory No direct competitor 6-month minimum

Pricing is introductory and subject to inventory, creative approval, category availability, and campaign agreement. Advertisers supply finished artwork unless creative services are added.

CATEGORY SPONSORSHIP

Own the category. Keep competitors out.

\$2,500 per month | 6-month minimum

- Category exclusivity across premium Trulos inventory
- Dispatch TMS, mobile app and public website exposure
- Priority contextual placements relevant to the category
- Up to four active creatives and monthly rotation
- One newsletter sponsorship per month
- Monthly placement-level reporting

Priority categories

Factoring | Fuel cards | Insurance | Compliance | Financing | Fleet technology

BUILD A CAMPAIGN

Tell us who you want to reach and what action matters.

Trulos can recommend the combination of public, Dispatch, mobile, contextual, newsletter, and category inventory that best matches the campaign goal.

REQUEST ADVERTISING INFORMATION

Use the Trulos contact form and include your company, category, target customer, campaign timing, and preferred budget.

www.trulos.com/contact.php

RESEARCH SOURCES

Nielsen Norman Group - Banner Blindness Revisited

Wang et al. (2022) - Contextual Mobile Advertising and Purchase Intention

IAS and Tobii Pro Insight - Ad Context and Attention

Trulos public product and audience context

Research supports the importance of relevance and context; it does not establish Trulos-specific performance. Campaign reporting should be used to measure actual Trulos results.

Reach trucking professionals while they are running their business.