



LONG HAULS

KING
of the Road

POWERED BY



THANK YOU



KING OF THE ROAD VIDEO

KING OF THE ROAD VIDEO

▣ JUNE 25, 2012 / ▣ **LONG HAUL TRUCKING**

A documentary about the making of a reality TV show where five Long Haul truck drivers competed to be named "King of the Road".

E-mail **Jayna** to purchase a King of the Road DVD, **\$17.95 FREE SHIPPING!**

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SOCIAL

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INFORMATION

What does it take to be King of the Road? Join iconic American trucking company, Long Haul Trucking as we travel down America's highway and get a first hand look at what it means to be a real American Trucker! Long Haul Trucking, in association with Long Haul Productions, is proud to announce the making of a new reality series that will chronicle the life of our elite fleet and follow them as they spend their days working hard and traveling the country! Along with great story telling and drama, this show will help illustrate the great history and culture that surrounds being a

trucker. This television series will host a variety of different segments and topics, all geared towards keeping you in touch with what's new in life over the road!

Long Haul's King of the Road will feature thirteen 30-minute network TV shows and will also host a huge social media backing. King of the Road is a documentary style, feel good show that focuses on the extraordinary lives of America's truckers and the incredible sights they see while working all across the country. King of the Road will also feature great story telling, drama and lifestyle insight from these American truckers, offering a glimpse into over the road trucking that most Americans never get to experience. Equally important, King of the Road offers an in-depth look at a side of trucking that most Americans aren't aware of. Aside from the stereotypical trucker life style, Long Haul strives to create a work culture that drives value, respect and integrity into each of our driver's lives. King of the Road will not only depict what's great about over the road trucking, but why Long Haul is the best company to do it with!

Each show is going to focus on 4 to 5 highly stylized features, while the individually produced segment will run roughly 3 to 4 minutes. Throughout the series we will also integrate different brands or products into these segments as part of the fabric of the show. This will help ensure that the following audience can not only watch the show but join the experience by striving to work and play similar to America's elite fleet! What better way to learn about the latest trucking news and topics than having them chronicled throughout this show and spoken about from real American truckers!? With our established history and large social media following, King of the Road will be a new, direct outlet for us to not only celebrate the successes of our organization but help our partners and audience become more connected than ever!

LONG HAUL'S KING OF THE ROAD

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Featuring thirteen 30-minute network TV shows along with a huge social media backing, this documentary style, feel-good show will focus on the extraordinary lives of America's truckers. With great storytelling, drama, and lifestyle insight from 'work hard, play hard' Americans, Long Haul's King of the Road presents the America that most folks never get a chance to experience.




(CLICK TO VIEW PROMO REEL)

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EPISODES


EPISODE 1




EPISODE 2




EPISODE 3



EPISODE 4



EPISODE 5



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PARTNERS













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2018 ESTIMATED DISTRIBUTION

LONG HAUL'S KING OF THE ROAD POWERED BY PETERBILT

AFFILIATE	TERRITORY	HH
KTXA TV 21	Dallas	27 mhh
KUBE TV 57	Houston	2.5 mhh
Comcast Hometown Network	San Francisco; Sacramento & Fresno	2.1 mhh
KAZT TV 7	Phoenix	1.9 mhh
WMOR TV 32	Tampa	1.9 mhh
KONG TV 16	Seattle	1.8 mhh
Comcast Network	Detroit; Grand Rapids & Flint	1.5 mhh
WRDQ TV 27	Orlando	1.5 mhh
WMFD TV 68	Cleveland	1.5 mhh
WAXN TV 64	Charlotte	1.4 mhh
Mediacom MC-22	Des Moines & Cedar Rapids	1.1 mhh
KMCI TV 38	Kansas City	900 khh
KJZZ TV 14	Salt Lake City	900 khh
WBME TV 24	Milwaukee	800 khh
Comcast Entertainment Television	Denver & Colorado Springs	750 khh
WSKY TV 4	Hampton Roads, VA	750 khh
KSBI TV 52	Oklahoma City	700 khh
WJXT TV 4	Jacksonville, FL	650 khh
WKYI TV 24	Louisville	600 khh
WBBZ TV 67	Buffalo	600 khh
Hoosier TV	Indianapolis & Ft Wayne	550 khh
WIFS (TV 57)	Madison, WI	400 khh
WOWT TV 22	Omaha	400 khh
KOOL TV 21	Central Minnesota	250 khh
KOTR MY TV 11	Monterey-Salinas, CA	225 khh
WHVL MY TV 29	State College, PA	200 khh
WGSR TV 47	Reidsville, NC	200 khh
KLBC TV 2	Las Vegas	125 khh
Channel 907	Anchorage, AK	125 khh
KTGF TV 16	Great Falls, MT	60 khh
Spectrum Local Channel	Owensboro, KY	20 khh
REVTV Network	National (digital broadcast network)	50 mhh
The Action Channel	National (digital broadcast network)	21 mhh
Tuff TV Network	National (digital broadcast network)	14 mhh
Yurview Channel (Cox Local)	National (14 states)	2.5 mhh
Untamed Sports TV	National (digital broadcast network)	5 mhh

80+ MAH

*as of November 2, 2017, subject to change; additional affiliates will be added

TV SCHEDULE



CBS SPORTS NETWORK

2019 KING OF THE ROAD DELIVERY SCHEDULE

(As of January 3, 2019; Subject to change)

EPISODE	DISTRIBUTION DATE	AIR DATE
#1	May 29	June 1
#2	June 12	June 15
#3	June 26	June 29
#4	July 10	July 13
#5	July 24	July 27
#6	Aug 13	Aug 17
#7	Aug 28	Aug 31

#8

Sept 11

Sept 14

#9

Sept 25

Sept 28

#10

Oct 9

Oct 12

ALSO FEATURED ON THE FOLLOWING CHANNELS

- NESN Plus
- Altitude Sports
- KBPX
- Spectrum Sports
- REV'N Network
- The Action Channel
- AMG TV Network
- Right Now TV
- Untame Sports TV
- Family Channel
- NESN National
- APLAUSO HD



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