ZIP Zones come in handy when using DAT’s loadboards.

They're posted. No waiting, no extra charge.

• LaneMakers – Gives you deep insight into which carriers are active on any given lane based on truck posts and load searches. Use this information to reach out to new business partners in the lanes you need.

For more information, please contact DAT:
(800) 547-5417
DAT.com

DAT Power is the largest and fastest load board in the industry. More loads and trucks are posted and searched on the DAT network annually than any other load board. It is the only live load board, so you see loads and trucks the instant they're posted.

Benefits of DAT Power
• Save time – Monitor all your searches, filter your results, and research rates, all on a single screen.
• Alarm notification – Audible alarm notifies you when a new match is found.
• Accurate rates – Get real truckload rates, not bids. See what brokers are actually paying carriers.
• Work from anywhere – Work from any computer, tablet, or smartphone—anywhere you have internet access.
• Faster results – Search results appear in real time, with new loads and trucks added as soon they're posted. No waiting, no extra charge.

DAT Power includes a number of useful tools that will make you even more productive.
• Hot Market Maps – Shows the ratio between loads and trucks, giving you daily supply and demand information for each key market area or state.
• DAT Directory – The DAT Directory contains valuable information on every carrier, broker and shipper who uses DAT load boards. Includes contact information, operating authority, carrier safety info, broker days-to-pay and credit scores, and user reviews.
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WHAT IS A KEY MARKET AREA?
A Key Market Area, or KMA, is a collection of 3-digit ZIP code areas that are influenced by or “keyed” to a major city or economic center. Noting that freight rates behave differently in each market, DAT created Key Market Areas when it launched DAT RateView™ in 2010. RateView uses 135 key market areas that capture the top freight markets in the U.S. KMA boundary lines are determined where one city’s influence wanes and another city’s influence takes precedence. For example, Texas has 13 key market areas:

- Houston
- Austin
- Dallas
- El Paso
- etc. Nevada has just two: Las Vegas and Reno.

Key market areas do not stop at state lines. For example, the Memphis KMA includes portions of Western Tennessee, Northern Mississippi, and Northeastern Arkansas.

LIST OF KEY MARKET AREAS
To the right is a list of the Key Market Areas in North America. Alternatively, you can quickly look up KMAs in DAT RateView. When you type a city name or ZIP code into the Origin and Destination fields, RateView shows you a map of the Origin and Destination KMA.

ALABAMA
- Birmingham Area Market
- Mobile Area Market
- Montgomery Area Market
- Huntsville Area Market
- Dothan Area Market

ARIZONA
- Phoenix Area Market
- Tucson Area Market

ARKANSAS
- Fort Smith Area Market
- Little Rock Area Market

CALIFORNIA
- Los Angeles Area Market
- San Francisco Area Market
- San Diego Area Market

COLORADO
- Denver Area Market

CONNECTICUT
- Hartford Area Market

DELAWARE
- Delaware Area Market

FLORIDA
- Jacksonville Area Market
- Miami Area Market
- Tampa Area Market

GEORGIA
- Atlanta Area Market
- Savannah Area Market
- Augusta Area Market

ILLINOIS
- Chicago Area Market

INDIANA
- Indianapolis Area Market

IOWA
- Des Moines Area Market
- Cedar Rapids Area Market

KANSAS
- Kansas City Area Market

KENTUCKY
- Lexington Area Market
- Louisville Area Market

LOUISIANA
- New Orleans Area Market

MAINE
- Portland Area Market

MARYLAND
- Baltimore Area Market

MASSACHUSETTS
- Boston Area Market

MICHIGAN
- Detroit Area Market

MINNESOTA
- Minneapolis Area Market

MISSISSIPPI
- Jackson Area Market

MISSOURI
- Kansas City Area Market

NEBRASKA
- Omaha Area Market

NEVADA
- Las Vegas Area Market

NEW HAMPSHIRE
- Nashua Area Market

NEW JERSEY
- Newark Area Market

NEW MEXICO
- Albuquerque Area Market

NEW YORK
- Buffalo Area Market
- New York City Area Market

NORTH CAROLINA
- Charlotte Area Market

NORTH DAKOTA
- Fargo Area Market

OHIO
- Columbus Area Market
- Cleveland Area Market

OKLAHOMA
- Oklahoma City Area Market

OREGON
- Portland Area Market

PENNSYLVANIA
- Philadelphia Area Market

RHODE ISLAND
- Providence Area Market

SOUTH CAROLINA
- Columbia Area Market

SOUTH DAKOTA
- Sioux Falls Area Market

TENNESSEE
- Knoxville Area Market

TEXAS
- Austin Area Market
- Dallas/Ft. Worth Area Market

UTAH
- Salt Lake City Area Market

VERMONT
- Burlington Area Market

VIRGINIA
- Richmond Area Market

WASHINGTON
- Seattle Area Market

WEST VIRGINIA
- Charleston Area Market

WISCONSIN
- Milwaukee Area Market

WYOMING
- Cheyenne Area Market

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