

National Highway Traffic Safety Administration
“Drive Sober or Get Pulled Over”
Holiday Campaign, 2011

Media Execution

The “Drive Sober or Get Pulled Over” media campaign will begin on Thursday December 15th and run to Sunday December 18th. It will pick up again on Thursday December 22nd and run to through to Friday December 30th.

This campaign will be a continuation of the Labor Day effort targeting the same 21-34 year old men. The Holiday campaign, however, will not include an effort directed towards older motorcycle riders as riding, overall, decreases in the colder months.

The use of electronic mediums will continue with efforts in television, broadcast and cable, radio and online.

Sports is a key element in reaching a young male target, and sports will be used in this campaign as well by using the NFL and NBA (assuming the lock-out ends).

Television

Broadcast television (English & Spanish) will focus on sports, select prime programming and late night.

ABC

NBA Game Christmas Day

CBS

NCAA In-Game

NFL Today

NFL Regional In-Game

NFL National In-Game

NFL Postgame

FOX

Hotel Makeover

Fringe

Cops

Terra Nova

Cleveland

American Dad

Animation Encores

NBC

NFL Studio Show

NFL In-Game Baltimore @ San Diego

NFL In-Game Chicago @ Green Bay

Post Game

Telefutura

Prime

Dramatic Series

Cine de las Estrellas

Late Night

Noche de Perros

Cineplex

Sports

Contacto Deportivo

Univision

News

Noticiero Univision

Prime

Novela
Late Night

Novela
Weekend
Cine Especial

Sports
Republica Deportiva
Cable television will be concentrated on those networks with a high composition of young men.

Adult Swim

Adult Swim Animation Late Night
Adult Swim Animation Prime

Comedy Central

Daily Show
Early Fringe
Late Late Night
Late Night
Prime
South Park
Ugly Americans
Weekend Fringe

ESPN

NCAA Basketball Regular Season
CFB: New Mexico Bowl
CFB: Udrove Humanitarian Bowl
CFB: Maaco Las Vegas Bowl
Around the Horn
NBA Early Prime
NBA Late Prime
NBA: Holiday Game
Edge NFL Match-Up
SportsCenter
CFB: Belk Bowl

ESPN2

Dan LeBantard Questionable
SportsNation
1st & 10
Mike & Mike

Numbers Don't Lie
SportsCenter

ESPNews

Sports News

ESPNU

College Basketball
ROS Total Day
College Football Studio

FOX Sports Net (Home Town Sports)

NHL Home Team Access In-Game
NHL Home Team Access Post-Game
Late Fringe Sports Programming
ROS Sports Programming

FX

Day ROS
FX Movie Fringe
FX Movie Prime
DVD on TV 2
Fully Baked
FX Original Encore Showcase

Galavision

News
Noticiero Con J. Doriga

Prime

Sabias Que
Detras Del Saber
Vida Salvaje

Late Night

60 Encuentros Letales
Catastrofes

Weekend

Comedy
A Que Te Ries

Sports

Lucha Libre
Accion

Spike TV

Day
Early Fringe
King of Queens Late
King of Queens Prime
Late Night
Prime
Weekend
TNA Impact Premiere
UFC Greatest Moments Prime
UFC Unleashed Prime

Turner Entertainment

truTV

Tru Action
Saturday Night Solution
World's Dumbest
Weekend
Christmas Day Marathon
Wipeout
Impractical Jokers
Action Evenings

TBS

Daytime
Comedy Block
Moonlight Theater
Weekend
Early Morning

Family Guy Prime
Conan

Turner Sports

Inside the NBA
NBA Regular Season Games

- Atlanta @ Boston
- San Antonio @ Denver
- San Antonio @ Orlando
- Miami @ Phoenix
- NY @ Orlando
- San Antonio @ Dallas

NBA TV

NBA Regular Games

- Miami @ Washington
- Phoenix @ Oklahoma City
- Detroit @ Charlotte
- Fan Night (Fans choose the game)
- Utah @ LA Clippers

Morning

Day

Fringe

Prime

Late Night

Overnight

Online

The Holiday campaign will be a continuation of the strategy used for the Labor Day campaign.

The budget allocated to the online campaign will be approximately 16% of the total \$7,250,000 budget.

We will continue to use sites that have had a historically strong performance based on efficient impression delivery, and high click-through rates.

Blip.TV

NHTSA will continue with the video overlay units on episodic video, as well as pre-roll video.

In addition to the overlays and pre-roll NHTSA will receive homepage takeovers on 12/15 and 12/22.

Total impressions generated will be 3,278,750.

CBSSports.com

NHTSA will run across the CBSSports.com site with :15 video as well as 300x60, 300x250, 160x600 banners.

In addition NHTSA will run on the Official Athletic Sites (OAS) of many major colleges and universities. Here NHTSA will use 160x600, 300x250 and 728x90 standard banners.

NHTSA will also be on MaxPrep.com, which covers high school sports, and finally NHTSA will rotate across other CBS properties including CNET and TV.com.

This plan will generate 3,296,052 impressions.

Crave Online

Crave represents a group of sites that fall into the gaming, sports, lifestyle, entertainment and video categories. Crave reaches 16 million unique visitors whose are heavily skewed to men 18-34.

The advertising units will include :30 video, as well as standard banners. On 12/15 and 12/22 NHTSA will have homepage takeovers.

Total impressions generated will be 7,255,000.

EA (Entertainment Arts)

These are the folks who place the NHTSA ads within video games where advertising would be seen in real life like on basketball courts, baseball stadiums and outdoor bulletins.

The games NHTSA ads will appear will be: Madden '12, NHL '12, NBA Jam2, Fight Night 5, Need for Speed: Shift 2, Tiger '12. NHTSA ads will appear on the PS3 and Xbox Live platforms.

This plan will generate 2,500,000 impressions.

ESPN.com

The plan on ESPN.com will include video as well as standard banners. The video will run on the AM video program "News Now". The :15 video will be accompanied by a video billboard. Video will also run on gamecasts of NFL and college football games.

The banners will appear on run-of-site as we have found the performance to be better when we rotate around the site vs. focusing on one area.

The ESPN.com plan will generate 5,824,730 impressions.

FOXSports.com

NHTSA will run on the FOXSports Daily Video and Weekend Preview program that runs at the top of the hour. NHTSA will have on-set branding as well as :15 video, 728x90 and 300x250 banners.

In addition to the Daily Video program NHTSA will run ROS using the 300x250 and 728x90 banners.

This plan will generate 12,164,286 impressions.

GameSpot

The GameSpot plan will consist of :15 video pre-roll with a 300x250 companion ad. Along with the pre-roll NHTSA will have several homepage takeovers. The takeovers will be –

Xbox 362 Front Door Takeover – 12/15, 12/17, 12/18, 12/29

PC Front Door Takeover – 12/15

GameFAQs Homepage Takeover – 12/15, 12/26

PS3 Front Door Takeover – 12/16, 12/27, 12/30

In addition to the above NHTSA will run 300x250 and 728x90 banners on a rotating basis on the Games and Movies pages on the site.

This plan will generate 8,241,286 impressions.

Heavy.com

NHTSA will run a wrapper/skin ad (background of the page will be the NHTSA message/ad) that will be seen by every first time visitor to Heavy.com. This event will run for one day. That day is TBD.

NHTSA will also use :15 video pre-roll, as well as video overlay units that will also contain the NHTSA video. Standard banners of 300x250 and 728x90 will also run as run-of-site.

The Heavy.com plan will generate 11,545,455 impressions.

Hulu

Hulu, bought via FOX Broadcasting, will run the NHTSA :15 video and branded slate on top men 18-34 programming such as – Cops, American Dad, Bob’s Burgers, The Simpsons, The Cleveland Show, Family Guy, Fringe and Terra Nova.

Total impressions will be 2,451,777.

IGN

NHTSA will again sponsor the IGN Holiday Buyer’s Guide. Units will include a custom skin, :15 pre-roll and standard banners.

Within the regular IGN pages NHTSA will run :15 video, 300x250 and 728x90 banners. In addition to this NHTSA will run :15 video pre-roll on IGN’s YouTube page, which has historically delivered NHTSA extremely high CTR.

Total impressions generated will be 8,564,699.

Kongregate

Kongregate will offer a program to reward all first time visitors 20 Kongregate points (used to play games on the site) who watch the :30 NHTSA video. When NHTSA has done this in the past the response has been very good.

In addition to the Kongregate points offer NHTSA will run :15 pre-roll as well as 728x90 banner ads on the homepage, Top Games and Hot New Games pages.

Total impressions generated by this plan will be 10,650,000.

MSN

NHTSA will run on Xbox Live in the Game Marketplace slot, and the Inside Xbox Channel slot. When these slots are clicked the user will see the NHTSA :15 video. NHTSA will also run on the MSN portal using behavioral targeting to cocktail and adult beverage researchers.

NHTSA will also run 300x250 and 160x600 banner ads on the social media pages of Live Hotmail, and a run of all social media.

The MSN plan will deliver 5,122,684 impressions.

NBC.com/NBCSports.com

On NBC.com NHTSA will run :15 video on NBC’s full episode player, which will be backed up by a custom canvas. We used the custom canvas for the first time anywhere on NBC, and it has always enjoyed a healthy CTR. The video and custom canvas will be supported by additional advertising using 728x90 and 300x250 banners.

The NBC.com plan will generate 2,001,634 impressions.

The NBCSports.com plan will include :15 video pre-roll supported by a 728x90 or 300x250 companion banner. The banners will also run on Pro Football Talk and Rotoworld (fantasy sports) pages.

NHTSA will have a homepage roadblock on the Rotoworld page for one day. That day is TBD.

This NBCSports plan will generate 2,098,750 impressions.

Pandora

The plan on Pandora will include standard banners on the homepage, but they will be surrounded by a custom skin. The plan also includes a video overlay that contains the NHTSA :15 video along with a companion banner. A custom skin will also surround the video overlay unit.

Total impressions generated will be 5,000,000.

SayMedia

NHTSA will again use the CPE (cost-per-engagement model) on this plan. NHTSA will receive 43,367 video engagements, but will not be charged for the impressions generated by those who do not engage with the ad unit.

Estimated impressions NHTSA will receive at no-charge will be 3,942,400.

SpotXchange

SpotXchange, a video network, will run :15 pre-roll with a companion banner on sites within the sports and gaming genre.

This plan will generate 6,967,548 impressions.

TidalTV

Like SpotXchange, TidalTV is a video network. NHTSA will run :15 pre-roll on sites within the sports, gaming and entertainment genres. The videos will, in most cases, be supported by 300x250 companion banners.

TidalTV will generate 4,848,148 impressions.

Turner.com

The plan on Turner.com will include a video enabled pushdown unit called an OPA Pushdown.

The OPA (Online Publishers Association) Pushdown unit auto-expands, pushing down page content immediately upon page load. This ad allows NHTSA a large space to communicate its message without covering site content.

This unit will run on AdultSwim.com, and will come from 300x250 and 728x90 units.

In addition NHTSA will run a video enabled 300x250 banner across all appropriate sites on Turner.com including AdultSwim.com, The SmokingGun.com, NBA.com, Yahoo! NBA, Yahoo! Golf, Yahoo! MLB, SI.com, NCAA.com and CNN.com.

This plan will generate 3,137,500 impressions.

Tremor

With Tremor, like SayMedia, NHTSA will work with a cost-per-engagement model.

An overlay unit appears at the viewer's focal point in the lower third of the video content. Upon click, or 3-2-1 countdown, the overlay expands up to 4 panels for interactivity. Each panel is customizable, and can include multiple video spots.

The pre-roll works much the same way as the overlay. The user will engage with the pre-roll video once the 3-2-1 countdown has occurred.

The Tremor plan will generate 33,333 engagements.

Yahoo!

Yahoo!, the major online portal, will be used to generate a lot of impressions. The buy will be demo targeted to men 18-34 years old, and will use the Games, Mail, Messenger, Sports and Homepage pages.

Units will include :15 video, as well as 728x90, 425x600 and 300x250 banners.

Total impressions generated by Yahoo! will be 10,026,408.

NHTSA NETWORK RADIO

Network radio is used to increase the reach of the "Drive Sober or Get Pulled Over" campaign, while also generating higher levels of frequency. The network radio portion of the plan will account for \$1.1MM, or 12% of the total budget.

PREMIERE RADIO NETWORK

Premiere Radio Network syndicates over 90 shows to more than 5,000 radio affiliates throughout the country. Each week, Premiere Radio Network programming reaches over 190 million listeners.

The following is the program formats that are utilized for the NHTSA campaigns:

- Sports Talk
- Country

- Rock
- Urban
- Premiere Satellite Radio (Coverage on Sirius/XM)
- Online Radio Streaming
- Music Talk Shows

WESTWOOD ONE RADIO

Westwood One supplies over 150 radio programs to their 5,000 affiliates throughout the country. Over 190 million listeners are reached each week with Westwood One programming.

The following is the program formats that are utilized for the NHTSA campaigns:

- Sports Talk
- Country
- Rock
- NFL Network
- MTV Radio
- Talk (Lovelines, Dennis Miller and Robert Wuhl)
- Online Radio Streaming
- “Loveline” integrated program

Dial Global

Dial Global provides over 100 different radio programs across multiple platforms to radio affiliates throughout the country. Dial Global’s affiliates cover over 98% of the country on a multitude of formats.

The following is the program formats that are utilized for the NHTSA campaigns:

- College Basketball
- NFL Football
- Country
- Rock

CUMULUS/CITADEL MEDIA

Citadel Media reaches over 90% of the country with their 4,400 radio affiliates. Each week, syndicated program from Citadel Media is heard by 104 million listeners.

The following is the program formats that are utilized for the NHTSA campaigns:

- Rock
- Hot AC
- ESPN Sports Programming
- NBA Basketball
- College Football Bowl Games

CUMULUS/CITADEL MEDIA HISPANIC

Citadel Media Hispanic is a division of Citadel Media and reaches 52% of the country with 47 affiliates located in the largest populated Hispanic areas throughout the country. The following is the program formats that are utilized for the NHTSA campaigns:

- Hispanic Music
- Hispanic Talk
- Sports: ESPN Deportes

UNIVISION RADIO

Univision Radio is a Hispanic radio network with coverage in 16 of the top 25 Hispanic markets in the country, including New York, Los Angeles, San Jose, San Francisco, Miami and Miami. Univision provides programming to over 70 affiliates.

The following is the program formats that are utilized for the NHTSA campaigns:

- Hispanic Music
- Hispanic Talk
- Hispanic Sports Talk

TARGETSPOT ONLINE RADIO

TargetSpot is an online radio network that distributes advertising messages on online radio platforms, including AOL Music, Yahoo Music, Live365.com, Slackers and MySpace radio. Additionally, they stream these commercials on local radio stations throughout the country. Every month, over 70 million people listen to online radio.

The following is the program formats that are utilized for the NHTSA campaigns:

- Country
- Rock
- Hot AC
- Sports Talk
- CHR

Background

The Holiday campaign will be a continuation of the strategy used for the Labor Day campaign.

The budget allocated to the online campaign will be approximately 16% of the total \$7,250,000 budget.

We will continue to use sites that have had a historically strong performance based on efficient impression delivery, and high click-through rates.

Those sites are –

Blip.tv
Break.com
CBSSports.com
EA Gaming
FOXSports.com
GameSpot
Google
Heavy.com
Hulu
IGN.com

Kongregate
MSN
NBC.com/NBCSports.com
Pandora
Revision3
SayMedia
SpotXchange
Tidal TV
Yahoo!

In addition we will use those sites that NHTSA has a shorter history with, but have a high composition of men 18-34, and are contextually relevant. Those sites are –
Crave Online
Turner.com
Tremor

Following is a quick review of each site whose plan is ready for approval.

Big Lead Sports

Big Lead Sports (BLS) will be a new site for NHTSA.

BSL reaches 20,837,000 uniques based on comScore from September, 2011. It is the #1 independent sports property, and ranks very high among other sports sites. The only larger sports sites are ESPN, Yahoo! Sports, FoxSports.com and CBSSports.com, all of which NHTSA currently uses. What is interesting about this is that duplication of unique visitors to BSL is 35% or less to the larger sites.

Inventory on BLS will include pre-roll with a high share-of-voice (will be seen more often), a window shade unit (a 970 x66 that will expand to a 970x400), as well as the more standard banner units such as 300x250, 728x90 and 160x600.

The buy will be relatively small considering the size of BLS, but this will give us a chance to measure its performance before committing to a larger buy in the future, should the metrics warrant.

The plan, however, will deliver a large number of total impressions, 12,686,835, for a very low cpm, \$3.15.

Blip.TV

NHTSA will continue with the video overlay units on episodic video, as well as pre-roll video.

In addition to the overlays and pre-roll NHTSA will receive homepage takeovers on 12/15 and 12/22.

Total impressions generated will be 3,278,750.

Break.com

Break is our long time partner, and via Break.com, and the Break Media Network NHTSA will be using one of the largest sites for reaching men 18-34 years old.

We will again use the special Animated Homepage Takeover with video that we created with Break.com to highlight the “Invisible Cops” message.

As you recall, the Animated Homepage Takeover users are prompted to see the “invisible cop” who is hidden on the homepage. Upon clicking the cop will appear in front of a video player where the NHTSA “Invisible Cops” spot will be playing.

Other elements of the buy include a –
300x250 Homepage roadblock (all 300x250 ads will be NHTSA's) - bonus
Run of Site 300x250 – bonus
Video of the Day pre-roll – bonus

On the Break Media Network NHTSA will have pre-roll and a video interstitial. In addition NHTSA will have a “Page Engage” unit. This unit is an expandable unit that distributes video, and other rich content, throughout the Break Media Network of 141 million users

Total impressions will be 11,955,333.

CBSSports.com

NHTSA will run across the CBSSports.com site with :15 video as well as 300x60, 300x250, 160x600 banners.

In addition NHTSA will run on the Official Athletic Sites (OAS) of many major colleges and universities. Here NHTSA will use 160x600, 300x250 and 728x90 standard banners.

NHTSA will also be on MaxPrep.com, which covers high school sports, and finally NHTSA will rotate across other CBS properties including CNET and TV.com.

This plan will generate 3,296,052 impressions.

Crave Online

Crave represents a group of sites that fall into the gaming, sports, lifestyle, entertainment and video categories. Crave reaches 16 million unique visitors whose are heavily skewed to men 18-34.

The advertising units will include :30 video, as well as standard banners. On 12/15 and 12/22 NHTSA will have homepage takeovers.

Total impressions generated will be 7,255,000.

EA (Entertainment Arts)

These are the folks who place the NHTSA ads within video games where advertising would be seen in real life like on basketball courts, baseball stadiums and outdoor bulletins.

The games NHTSA ads will appear will be: Madded '12, NHL '12, NBA Jam2, Fight Night 5, Need for Speed: Shift 2, Tiger '12. NHTSA ads will appear on the PS3 and Xbox Live platforms.

This plan will generate 2,500,000 impressions.

ESPN.com

The plan on ESPN.com will include video as well as standard banners. The video will run on the AM video program "News Now". The :15 video will be accompanied by a video billboard. Video will also run on gamecasts of NFL and college football games.

The banners will appear on run-of-site as we have found the performance to be better when we rotate around the site vs. focusing on one area.

The ESPN.com plan will generate 5,824,730 impressions.

FOXSports.com

NHTSA will run on the FOXSports Daily Video and Weekend Preview program that runs at the top of the hour. NHTSA will have on-set branding as well as :15 video, 728x90 and 300x250 banners.

In addition to the Daily Video program NHTSA will run ROS using the 300x250 and 728x90 banners.

This plan will generate 12,164,286 impressions.

GameSpot

The GameSpot plan will consist of :15 video pre-roll with a 300x250 companion ad. Along with the pre-roll NHTSA will have several homepage takeovers. The takeovers will be –

Xbox 362 Front Door Takeover – 12/15, 12/17, 12/18, 12/29

PC Front Door Takeover – 12/15

GameFAQs Homepage Takeover – 12/15, 12/26

PS3 Front Door Takeover – 12/16, 12/27, 12/30

In addition to the above NHTSA will run 300x250 and 728x90 banners on a rotating basis on the Games and Movies pages on the site.

This plan will generate 8,241,286 impressions.

Google

Based on the performance of the 3Q “Drive Sober” campaign NHTSA will continue to use the In-Stream pre-roll w/ companion banner, In-Video Overlay unit, as well as the TrueView In-Stream pre-roll w/ banner ad. All of these areas delivered above average CTR.

In addition to the video inventory NHTSA will continue with banner inventory that will greatly increase impressions, and help build the “Drive Sober” brand.

The plan will deliver over 18 million impressions at a low \$5.44 CPM.

Heavy.com

NHTSA will run a wrapper/skin ad (background of the page will be the NHTSA message/ad) that will be seen by every first time visitor to Heavy.com. This event will run for one day. That day is TBD.

NHTSA will also use :15 video pre-roll, as well as video overlay units that will also contain the NHTSA video. Standard banners of 300x250 and 728x90 will also run as run-of-site.

The Heavy.com plan will generate 11,545,455 impressions.

Hulu

Hulu, bought via FOX Broadcasting, will run the NHTSA :15 video and branded slate on top men 18-34 programming such as – Cops, American Dad, Bob’s Burgers, The Simpsons, The Cleveland Show, Family Guy, Fringe and Terra Nova.

Total impressions will be 2,451,777.

IGN

NHTSA will again sponsor the IGN Holiday Buyer's Guide. Units will include a custom skin, :15 pre-roll and standard banners.

Within the regular IGN pages NHTSA will run :15 video, 300x250 and 728x90 banners. In addition to this NHTSA will run :15 video pre-roll on IGN's YouTube page, which has historically delivered NHTSA extremely high CTR.

Total impressions generated will be 8,564,699.

Kongregate

Kongregate will offer a program to reward all first time visitors 20 Kongregate points (used to play games on the site) who watch the :30 NHTSA video. When NHTSA has done this in the past the response has been very good.

In addition to the Kongregate points offer NHTSA will run :15 pre-roll as well as 728x90 banner ads on the homepage, Top Games and Hot New Games pages.

Total impressions generated by this plan will be 10,650,000.

MSN

NHTSA will run on Xbox Live in the Game Marketplace slot, and the Inside Xbox Channel slot. When these slots are clicked the user will see the NHTSA :15 video. NHTSA will also run on the MSN portal using behavioral targeting to cocktail and adult beverage researchers.

NHTSA will also run 300x250 and 160x600 banner ads on the social media pages of Live Hotmail, and a run of all social media.

The MSN plan will deliver 5,122,684 impressions.

NBC.com/NBCSports.com

On NBC.com NHTSA will run :15 video on NBC's full episode player, which will be backed up by a custom canvas. We used the custom canvas for the first time anywhere on NBC, and it has always enjoyed a healthy CTR. The video and custom canvas will be supported by additional advertising using 728x90 and 300x250 banners.

The NBC.com plan will generate 2,001,634 impressions.

The NBCSports.com plan will include :15 video pre-roll supported by a 728x90 or 300x250 companion banner. The banners will also run on Pro Football Talk and Rotoworld (fantasy sports) pages.

NHTSA will have a homepage roadblock on the Rotoworld page for one day. That day is TBD.

This NBCSports plan will generate 2,098,750 impressions.

Pandora

The plan on Pandora will include standard banners on the homepage, but they will be surrounded by a custom skin. The plan also includes a video overlay that contains the NHTSA :15 video along with a companion banner. A custom skin will also surround the video overlay unit.

Total impressions generated will be 5,000,000.

SayMedia

NHTSA will again use the CPE (cost-per-engagement model) on this plan. NHTSA will receive 43,367 video engagements, but will not be charged for the impressions generated by those who do not engage with the ad unit.

Estimated impressions NHTSA will receive at no-charge will be 3,942,400.

SpotXchange

SpotXchange, a video network, will run :15 pre-roll with a companion banner on sites within the sports and gaming genre.

This plan will generate 6,967,548 impressions.

TidalTV

Like SpotXchange, TidalTV is a video network. NHTSA will run :15 pre-roll on sites within the sports, gaming and entertainment genres. The videos will, in most cases, be supported by 300x250 companion banners.

TidalTV will generate 4,848,148 impressions.

Turner.com

The plan on Turner.com will include a video enabled pushdown unit called an OPA Pushdown.

The OPA (Online Publishers Association) Pushdown unit auto-expands, pushing down page content immediately upon page load. This ad allows NHTSA a large space to communicate its message without covering site content.

This unit will run on AdultSwim.com, and will come from 300x250 and 728x90 units.

In addition NHTSA will run a video enabled 300x250 banner across all appropriate sites on Turner.com including AdultSwim.com, The SmokingGun.com, NBA.com, Yahoo! NBA, Yahoo! Golf, Yahoo! MLB, SI.com, NCAA.com and CNN.com.

This plan will generate 3,137,500 impressions.

Tremor

With Tremor, like SayMedia, NHTSA will work with a cost-per-engagement model.

An overlay unit appears at the viewer's focal point in the lower third of the video content. Upon click, or 3-2-1 countdown, the overlay expands up to 4 panels for interactivity. Each panel is customizable, and can include multiple video spots.

The pre-roll works much the same way as the overlay. The user will engage with the pre-roll video once the 3-2-1 countdown has occurred.

The Tremor plan will generate 33,333 engagements.

Yahoo!

Yahoo!, the major online portal, will be used to generate a lot of impressions. The buy will be demo targeted to men 18-34 years old, and will use the Games, Mail, Messenger, Sports and Homepage pages.

Units will include :15 video, as well as 728x90, 425x600 and 300x250 banners.

Total impressions generated by Yahoo! will be 10,026,408.