

**National Highway Traffic Safety Administration**  
**“Click It or Ticket”**  
**May 2012**  
**Programming Summary**

**Media Execution**

The “Click It or Ticket” campaign will run during the two weeks leading into Memorial Day. The actual flight dates are Monday May 14<sup>th</sup> to Monday May 28<sup>th</sup> (15 days).

The primary target audiences for the campaign are men 18-34 years old, and male teens 15-17 years old. The buy was made against the men 18-34 target.

Secondary target are newly arrived immigrant Latino males, and the tertiary target are African American men 18-34 years old.

The plan will utilize the following mediums –

- Broadcast Television
- Cable Television
- Radio
- Online

**Television**

Broadcast television will use primarily prime, late night and sports programming. These programs will deliver the greatest individual reach of all plan elements.

Sports will focus on the NHL Conference Finals, NBA Conference Finals, Major League Baseball, soccer, boxing and anthology sports programming.

Broadcast networks participating will be FOX, NBC, Telefutera and Univision.

Programming by network (broadcast & cable) is detailed below –

**Adult Swim**

Adult Swim 2 T/C :15 Unit

Adult Swim 2 T/C

Adult Swim Prime :15 Unit

Adult Swim Prime

**CMT**

CMT Movies Late

CMT Movies Prime

Dukes of Hazzard Late

Dukes of Hazzard

Prime  
Fringe  
Late Night  
Primetime  
Weekend

**Comedy Central**

Early Fringe  
Late Late Night  
Late Night  
Late Night :15 Unit  
Prime  
Prime :15 Unit  
South Park Late  
Encore  
South Park Prime  
Encore  
South Park Late  
Encore  
South Park Prime  
Encore  
Weekend Afternoon  
Weekend Fringe

**Discovery**

Memorial Day Marathon  
Memorial Day Marathon  
Memorial Day Marathon  
Discovery Tuesday :15 unit  
Discovery Tuesday :15 unit  
Myth Busters :15 unit  
Myth Busters :15 unit  
Myth Busters :15 unit  
Discovery Signature  
Discovery Signature  
Discovery Signature  
Discovery Signature :15 unit  
Discovery Saturday  
Discovery Saturday  
Discovery Sunday :15 unit  
Discovery Sunday  
Discovery Classics  
Discovery Classics  
Discovery Signature

## **ESPN**

NBA Conf. Semi-Finals w/Rpt  
NBA Conf. Finals w/Rpt  
NBA Pre Game Post Season  
Outside the Lines  
SportsCenter W/Rpt  
SportsCenter W/2 Rpts  
SportsCenter W/Rpt  
SportsCenter

## **ESPN2**

MLB: BB Tonight  
MLB: BB Tonight Specials  
MLB: Weeknight Baseball  
ECD: SportsNation w/E2 Rpt  
1st & 10  
ESPN First Take w/Rpt  
Mike & Mike  
NBA Tonight  
NFL Live  
SportsCenter  
SportsCenter

## **ESPNNews**

News  
News  
Highlight Express  
SportsCenter w/Rpt  
SportsCenter w/Rpt  
SportsCenter w/Rpt

## **FOX**

Bob's Burgers  
American Dad :15 Unit  
MLB Primetime Games  
Encores  
Encores

## **FX**

### **Day**

FX Movie Day

### **Prime**

DVD on TV 1

DVD on TV 3

DVD on TV 4

### **FX Movie Prime**

2 and a Half Men  
How I Met Your Mother Prime

**Late**

FX Movie  
FX Original Encore Showcase  
Fully Baked 2 T/C

**FX MOVIE CHANNEL**

Fringe ROS  
Prime ROS  
Late ROS

**G4**

Early Fringe  
Prime  
Late Night  
Weekend  
Attack of the Show  
X-Play

**GAC**

**Daytime**

Day Rotation :15 Unit

**Early Fringe**

Early Fringe Rotation :15 Unit

Early Fringe Rotation

**Prime Access**

Access Rotation :15 Unit

Access Rotation

**Primetime**

Rotation :15 Unit

Rotation

**Weekend**

Rotation :15 Unit

Rotation

**Galavision**

**Prime**

El Chavo  
La Casa de la Risa  
La Familia P. Luche  
Sabias Que  
Detras Del Saber  
Las Noticias por Adela

**Late Night**

Fractal

Vida Salvaje

**Weekend Daytime**

Glitter Café

Con Ganas

Se Vale

Galacinema

Retro JaJa

**Sports**

Boxeo en Esta

Esquina

La Jugada

MLS

**Home Team Sports**

MLB In-game (24 MLB Teams)

MLB Post-game (24 MLB Teams)

ROS Sports Programming

ROS Sports Programming

**MTV2**

Afternoon

Evening

Extended Day Fixed

Latenight

Mid-Day

Morning

Overnight

**NBC Sports**

NHL Conference Finals

NHL Playoffs include 3x :15

Red Bull Signature Series

X-Fighters

**NBC Sports Network**

NHL Conf. Finals - Live :15 Unit

NHL Conf. Finals - Live

NHL Live Pre-Game Conf. Finals

**NHL Network**

NHL Live

NHL "on the fly" Live Playoffs

NHL Tonight Playoffs

## **Spike**

American Digger Encore  
American Digger Premiere  
American Digger Prem. :15 Unit  
Daytime  
Daytime :15 Unit  
Early Fringe  
Early Fringe :15 Unit  
Late Night  
Late Night :15 Unit  
Repo Games Encore Prime  
Repo Game Premiere Prime  
Sat/Sun Entertainment  
Sa/Su Entertainment :15 Unit  
UFC Greatest Moments Prime  
Undercover Stings  
Undercover Stings  
Undercover Stings :15 Unit  
Bellator UFC on MTV2

## **TBS**

Daytime  
Comedy Block 1  
Moonlight Theater  
Weekend  
Early Morning  
Family Guy Prime  
Conan :15 Unit 2 T/C  
Big Bang Theory :15 unit  
The Office

## **Telefutura**

### **Prime**

Family Guy  
Cine de las Estrellas  
Cine de las Estrellas  
Cine de las Estrellas  
Cine de las Estrellas  
Cine de las Estrellas  
Cine de las Estrellas  
Cine de las Estrellas

### **Late Night**

Noche de Perros  
Cine de las Estrellas  
Cineplex  
Cineplex

**Weekend Daytime**

Sabadazo

Cineplex

Cineplex

Cineplex

Cineplex

**Sports**

Contacto Deportivo

Contacto Deportivo

Solo Boxeo

**truTV**

Tru Action 2 T/C

Saturday Night

Solution

Action Evenings

Weekend

**Turner Sports**

**TNT**

NBA PO 2nd Round

NBA PO Pre-game

In NBA PO

**TBS**

MLB Sunday Baseball

**NBA TV**

Morning

Daytime

Fringe

Prime

Latenight

Overnight

NBA Playoff Playback

**Univision**

**News**

Ultima Hora

**Prime**

Agui y Ahora

La Familia Peluche

Sabado Gigante

**Late Night**

Novela

Novela

Desmadrugados  
Al Punto  
**Sports**  
Republica Deportiva

**Univision Deportes**

Soccer: ROS  
Soccer: ROS  
Soccer: ROS  
Soccer: ROS  
Pasion  
Tribuna Interactiva  
Futbol en Serio  
Futbol en Serio  
Futbol en Serio  
Accion  
Futbol en Serio  
Estadio Total  
Ahi va el Agua  
Adrenalina Extrema  
Estadio Total  
Futbol Central  
Futbol Central LMF  
La Jugada  
Estadio Total  
Soccer: ROS Live Games  
Soccer: ROS Live Games  
Republica Deportiva  
International Soccer en 60  
Futbol Central  
Futbol Central  
Futbol en Serio  
UDX w/2 Rpts



## **RADIO**

Network radio is used to increase the reach of the “Click It or Ticket” campaign, while also generating higher levels of frequency. The network radio portion of the plan will account for \$1.02MM, 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 Premiere program will include live on-air reads by some of the top talent, including Blair Garner, John Boy & Billy, Nikki Sixx and Elvis Duran.

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

### **DIAL GLOBAL**

In late 2011, Dial Global and Westwood One merged creating one of the largest radio networks in the country, reaching 99% of the country. The 2012 campaign will once again feature the NHTSA Memorial Day Concert Series sponsorship, which has been a great vehicle over the past 2 years. The following is the program formats that are utilized for the NHTSA campaigns:

- Sports Talk
- Country
- Rock
- Urban
- NFL Network
- MTV Radio
- NASCAR
- Talk (Lovelines and Dennis Miller)
- Online Streaming Radio

### **CUMULUS MEDIA**

Cumulus Media reaches over 90% of the country with their 4,400 radio affiliates. Each week, syndicated programming on Cumulus Media radio stations are heard by over 104 million listeners. The following is the program formats that are utilized for the NHTSA campaigns:

- Rock
- Hot AC
- ESPN Sports Programming
- NBA Basketball

### **CUMULUS MEDIA HISPANIC**

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

- Hispanic Music
- Hispanic Talk
- Sports: ESPN Deportes, MLS Soccer

### **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 are the program formats that are utilized for the NHTSA campaigns:

- Hispanic Music
- Hispanic Talk
- Hispanic Sports Talk

### **PERFORMANCE RACING NETWORK (PRN)**

Performance Racing Network (PRN) is a NASCAR radio network that airs NASCAR races and provides original NASCAR related programming to over 700 station affiliates throughout the country. The following are the program formats that are utilized for the NHTSA campaigns:

- NASCAR Sprint Cup and Nationwide races  
NASCAR Talk Show (Fast Talk, The Pit Reporters, Garage Pass, Racing Country USA)

### **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. In addition to the live streaming of the radio commercial, a companion banner ad will also appear, helping fully integrate the campaign. The following are the program formats that are utilized for the NHTSA campaigns:

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

## **Online**

The online portion of the paid media plan will represent 20% of the total \$8,000,000 budget. The strategy of the online plan is to build the “Click It or Ticket” brand by generating impressions, and to also drive traffic to the landing page to view the video.

Learnings from previous campaigns have shown that video, homepage takeovers and branded skins have generated the greatest amount of click-thru. Display banner, such as leaderboards, medium rectangles and skyscrapers, will generate a large number of impressions due to their lowest cost.

Execution will primarily be publisher direct, but NHTSA will also run with portals and networks.

## **Blip.TV**

Blip.TV is a provider of original, episodic, television content made for the web. With 1 billion views per quarter Blip.TV has become a video destination.

The Blip.TV plan will consist of pre-roll, video overlays and a homepage takeover as added-value.

Total impressions = 3,541,666 for a CPM of \$12.

## **BleacherReport.com**

The Bleacher Report, also well known as B/R, is a digital sports media network serving a large audience of readers and several hundred niche communities. B/R’s paid and unpaid contributors publish upwards of 1,000 original daily content items.

B/R has close to 3MM unique visitors who are men 18-34 years old. The NHTSA plan will include Homepage Frontdoor takeovers that will include an OPA Pushdown, a skin and a 300x250 unit. In addition NHTSA will sponsor premium sports content using a custom header, a skin and a 300x250.

NHTSA will also rotate a 300x250 and a 728x90 display banner throughout the site. Pre-roll video will also run ROS.

As added-value NHTSA will receive a B/R created custom article utilizing NHTSA’s “Click It or Ticket” tagline that will directly appeal to our young male audience. For example “NBA teams are clicking at the right time” would be the title of the article. Along with the article elements will include custom header, a skin and a 300x250.

Total impressions = 8,819,298 for a CPM of \$5.67.

## **Break.com**

Break.com is the Internet's leading cross-platform digital entertainment network offering funny, short-form videos and pictures to millions of Internet users and mobile subscribers. Break.com and the Break Media Network offer NHTSA tremendous opportunities to market directly to young men.

Break and their network have over 18 million unique visitors. The NHTSA plan will incorporate animated homepage takeovers with video on 5/22 and 5/23. On the Break Media Network NHTSA will run a 300x250 as well as video pre-roll and a video interstitial. NHTSA will also take advantage of Break's mobile site with a 320x50 banner.

As added-value NHTSA will receive an animated homepage takeover roadblock 300x250 on 5/22 and 5/23, as well as a ROS 160x600 and "Video of the Day" video all on Break.com.

Total impressions = 26,475,806 with a CPM of just \$6.42.

## **College Humor**

College Humor is a comedy website that features daily original comedy videos and articles created by its in-house writing and production team in addition to user-submitted videos, pictures, articles and links. College Humor has over 2.5 million unique viewers with a very high men 18-34 composition.

The plan will also include an Original Videos Channel package that will consist of NHTSA's video, a custom skin and 300x250 and 728x90 display banners. NHTSA will also appear within Premium Channels with a roadblock package that will include a custom skin and 300x250 and 728x90 display banners. NHTSA will also receive a homepage takeover that will run on May 26<sup>th</sup>.

For added-value NHTSA will rotate a custom skin and the display banners across the site.

Total impressions = 8,095,237 with a CPM of \$5.25.

### **Craveonline**

Crave Online reaches over 16 million unique visitors via a group of sites owned and operated by Crave. The categories their sites fall into are –

Gaming

Sports

Lifestyle

Entertainment

Video

For NHTSA we will be using roadblocks, leaderboards (728x90), medium rectangles (300x250) and a branded canvas with video. For added-value NHTSA will receive a leaderboard and medium rectangle for a total of 2,000,000 no-charge impressions.

Total impressions = 15,750,000 with a CPM of \$6.35.

### **Daily Motion**

Daily Motion is the largest owned and operated video website on the Internet with 16,000,000 monthly unique visitors.

The NHTSA campaign will use the high impact units including homepage takeovers, page skins, full page video interstitials and pre-roll.

NHTSA will run in sports, gaming, comedy, music, movies and TV channels.

Total impressions = 9,400,000 for a CPM of \$5.31.

### **Entertainment Arts**

Entertainment Arts places dynamic advertising into PC based video games on XBOX 360 and PS3 consoles.

The games the advertising will appear are: Madden '12, NHL '12, NBA Jam 2, Fight Night Champion 5, Need for Speed: Shift 2, Tiger Woods PGA Golf '12 and NFL Blitz.

Total impressions = 5,312,500 for a CPM of \$8.

### **ESPN.com**

The ESPN.com plan will include video, billboards and display banners. The video will run on ESPN Right Now as pre-roll, and will include a billboard. A 300x250 display banner will run in content in the MLB and NBA pages. A leaderboard will run on a ROS basis across all sports pages.

This plan will include mobile with a 300x50 banner running on the ScoreCenter's App "The Lead Card".

Total impressions = 13,121,827 for a CPM of \$12.96.

### **GameSpot**

GameSpot is a video gaming website that provides news, reviews, previews, downloads and other information of interest to gamers with over 5MM unique visitors.

The campaign will include takeovers that are referred to as Front Door Takeovers by this publisher. The Front Door Takeovers will be in the PC, PS3 and Xbox channels. The PC takeover will run on 5/25, with the PS3 running on 5/26 and Xbox on 5/27. The takeovers will consist of a skin, 970x250, 300x250 and a 970x66.

In addition to the Front Door Takeovers NHTSA will run pre-roll video on the GameSpot video network. Added-value will come from homepage takeovers on GameFAQs on 5/26 and 5/27.

Total impressions = 7,300,000 with a CPM of \$5.82.

### **Google**

The campaign on Google will use YouTube, the Google Display Network and the Mobile Google display Network.

The Youtube inventory will run within sports, gaming and auto & vehicles and also run as TrueView. TrueView are skip-able pre-roll ads that NHTSA will not pay for unless the entire video was watched. These will be priced at \$.08 per view. This will guarantee 562,500 views of the video.

The Google Display Network will run standard IAB banners on a cost-per-click basis. The Mobile Google Display Network will work in much the same way as the online display network, and will run standard mobile banners.

Total impressions = 27,590,909 with 589,945 clicks. The total cost-per-click will be \$.17.

## **Heavy.com**

Heavy.com is one of the web's leading video companies and focuses on the 18-34 year old male. Heavy.com combines its own unique original programming with those of its users.

NHTSA will be using Heavy plus the Heavy Men's Network. The NHTSA campaign will run on UFC Fight Day (Ultimate Fighting Championship) using pre-roll, medium rectangles and skins. NHTSA will also be integrated into the UFC web-cast on 5/26, which will include on set signage.

With the Heavy Men's Network NHTSA will use video, medium rectangles, leaderboards and skins.

Total impressions = 6,428,571 for a CPM of \$7.78.

## **Hulu**

Though Hulu is a partnership of many programming providers the NHTSA campaign will run on FOX programming only. This is done to use many FOX programs that skew to young men, and to use a multi-platform effort which helps on negotiating on the TV side.

Programs to be used will be Cops, American Dad, Bob's Burgers, Simpsons, Cleveland, Family Guy, Fringe, The Finder, Raising Hope, Bones and House.

The ad units will be video, branded slates (this program brought to you by ...) and 300x250 companion banners.

Total impressions = 907,334 (not including companion banners) with a CPM of \$33.06.

## **IGN.com**

IGN Entertainment is a unit of FOX Interactive Media, and is a leading service provider focused on videogame and entertainment enthusiast market. IGN.com enjoys over 5.5 million unique visitors monthly, and is heavily skewed to young men.

The NHTSA campaign on IGN.com will include a channel roadblock on the Xbox 360 channel that will include 728x90, 300x250 and a skin. The plan will also include pre-roll video that will run ROS on IGN.com, as well as pre-roll video on IGN's YouTube page. In the past the CTR on the YouTube page has been as high as 30%.

Other units will include a video overlay and a medium rectangle (300x250). This plan will also take advantage of IGN's mobile site by using a banner within an IGN iPhone App as well as a 300x50 mobile banner running ROS.

Total impressions = 11,101,222 for a CPM of \$9.01.

### **Kongregate**

Kongregate is an online games hosting website which allows users to upload user created games. According to Compete Pro Kongregate has over 2.2 million unique visitors.

The Kongregate campaign will include an auto-play of the "Click It or Ticket" :30 video when each and every US unique visitor visits his first game page during the campaign. The reward for watching the entire :30 video will be 20 Kongregate points coveted by Kongregate's passionate gamer base. Kongregate will promote the offer on their Facebook and Twitter accounts. This is all given as added-value. In addition NHTSA will receive a leaderboard on the Top Games Hot New Games also as added-value.

The campaign will also run :15 pre-roll video on the homepage and Top Games & Hot New Games.

Total impressions = 8,050,000 for a CPM of \$5.28.

### **MLB.com**

MLB.com (Major League Baseball) has over 11.5 million unique visitors in May during the early part of the season. The campaign will consist of 300x250 and 728x90 display banners, and a MLB.com Gameday video interstitial. An interstitial is an ad that takes over the screen while something else is loading. The :15 video will run on MLB.com as well as the 30 major league club sites as well.

The biggest change from what NHTSA did in 2011 is the addition of MLB.tv. MLB.tv is an out of market subscription product that allows fans to watch live games online and via any other interactive platforms.

Added-value will be video companion banners.

Total impressions = 6,031,250 with a CPM of \$14.09.



### **MSN/Xbox Live**

Xbox Live is an online multiplayer gaming and digital media delivery service created and operated by Microsoft.

The NHTSA videos will run on the Xbox Live Home Channel, Music Channel, Games Channel and Video Channel.

Total video impressions = 1,821,012 for a CPM of \$23.34.

### **Pandora**

Pandora is an automated music recommendation service and “custodian” of the Music Genome Project. The service plays musical selections similar to song suggestions entered by the user. Pandora has over 12 million unique visitors. The NHTSA plan will use web and mobile audio and mixtape.

#### Overview

- A custom audio message will encourage listeners to add NHTSA’s branded playlist consisting of pre-selected songs that play in a random order and can be based on themes (ie: Memorial Day Cookout mix)
- Mixtapes are created with a minimum of 80 songs, 16 albums and 12 artists allowing for greater control of what is played on the branded radio station

#### Benefits

- Encourage positive brand reinforcement by aligning NHTSA’s message with listener’s passion for music
- Bring listeners a musical experience that is customized for NHTSA without having to secure special rights
- Drive to NHTSA’s Facebook page where NHTSA can also have a link promoting other fans to listen to the mixed tape on Pandora

NHTSA will run its video creative, and this will be supported by 500x500 tiles, 300x250s and skins.

Total impressions = 7,750,000 for a CPM of \$6.45.

### **Revision3**

Revision3 is an Internet television network that creates, produces and distributes web television shows on niche topics. Revision3 programming can be found on a lot of platforms including Revision3.com, iTunes, Bittorrent, Break.com, YouTube and others.

NHTSA will not air its video spots here, but rather, the hosts of the program will deliver the “Click It” message in his or her own way, based on talking points we provide.

Programs for this campaign will be:

Totally Rad Show	Soldier Knows Best	Tekzilla
AppJudgement	Ty’s iHelp	Nixie Pixel
LabRats	Wilson Tech 1	TechnoBuffalo
Film Riot	Film State	Destuctoid
GeekBeatTV	Scam School	

Total impressions = 2,250,000 for a CPM of \$37.70.

### **SayMedia**

SayMedia is an internet publisher and advertising network. Their network is composed of over 100 million users across more than 500 sites, blogs, gaming and mobile environments.

The advertising on SayMedia is through engagement via adframes display units. The adframe, or banner ad, is the invitation. When the user rolls his mouse over the adframe he sees a 3..2..1 countdown that leads to the launch of the video.

This plan will be based on a cost-per-engagement pricing model. Once the user goes through the 3..2..1 countdown and engages the video NHTSA will pay for that engagement. All impressions generated by the adframe, whether the user engages or not, are at no cost.

Total engagements will be 41,262 and estimated impressions will be 3,751,103 for a CPM of \$11.33. Cost-per-engagement will be \$1.03.

### **Videology (formerly TidalTV)**

Videology is a video advertising technology that works to connect brands with consumers. This is achieved through mathematically driven data that allows Videology to more precisely target by demographics, psychographics and behavioral segments.

Content partners that NHTSA will be involved with include gaming, sports, auto and entertainment.

The plan will deliver 7,407,407 impressions, and will deliver an estimated 2,962,963 300x250 companion banners at no additional charge. Overall CPM will be \$9.64.

Videology will also conduct a Brandscore research study via their consumer panel at no additional charge. This research carries a \$15,000 value.

**Yahoo!**

Yahoo! is the online portal, and is used in this plan to generate impression tonnage.

Units will include pre-roll video, display banners (300x250, 425x600 & 728x90), and will run Messenger, Sports, Mail and Games.

Total impressions = 11,116,683 for a CPM of \$6.88.

**In summary, delivery by creative will be as follows –**

		%
Display Impressions	73,386,411	37.0
Video Impressions	39,016,406	19.3
Overlay Impressions	2,324,000	1.2
Takeovers/Roadblocks	18,223,298	9.1
Mobile	13,200,000	6.4
Added-Value	53,847,174	27.0
Total Impressions	199,997,289	