



**National Highway Traffic Safety Administration**  
**“Click It or Ticket”**  
**May 2010**

**Media Execution**

The “Click It or Ticket” campaign will run from May 17<sup>th</sup> through to May 31<sup>st</sup> (Memorial Day). The total working media budget is \$8,000,000. Our primary target audience is men 18 to 34 years old.

The media plan uses a combination of the following –

- Broadcast television
- Cable television
- Online
- Radio

**Television**

Broadcast television (ABC, FOX, NBC, Telefutura & Univision) is used to reach as many members of the target audience we can. Broadcast still commands a higher reach potential per network and programming than cable does.

The programming the “Click It or Ticket” message will appear on by network is detailed below –

**ABC**

Indianapolis 500 Pre-Race 5/30/10

Indianapolis 500 Race 5/30/10

**FOX**

Cops

America’s Most Wanted

Family Guy

Wanda Sykes Show

Animation Encores (Second showing of top animated programming)

**NBC**

The Tonight Show

Last Call with Carson Daly

Saturday Night Live  
NHL Conference Finals  
National Heads Up Poker Championship

**Telefutura (Spanish Language)**

Prime

Cine de las Estrellas

10PM Novela

Late Night

Cinescape

Lo Mejor de Escandalo TV

La Tijera

Weekend Daytime

Cineplex

Sports

Contacto Deportivo

**Univision (Spanish Language)**

Prime

Primetime Novela

Late Night

Comedia

A Mas Tardar

Desmadrugados

Noche de Pelicula

Sports

Republica Deportiva

News

Noticiero Univision

Weekend Day

Cine Especial

Los Reyes de la Risa

Cable television networks, individually, have smaller audiences than the broadcast networks. With that comes the ability to target our young male audience with little waste by using a host of highly targeted networks.

### **Adult Swim**

Adult Swim is seen in 98 million households, and is the number 1 ad supported cable network for reaching men 18-34.

Programming –  
Family Guy  
Adult Swim

### **CMT**

CMT reaches just shy of 90 million households. This network reaches an audience in rural parts of the country, and is also good at reaching drivers of pickup trucks.

Programming –  
Gator 911  
Danger Coast

### **Comedy Central**

This network reaches just over 98 million households. South Park, a program NHTSA has a long history with, is the #1 men 18-34 program in its time slot.

Programming –  
Early Fringe – Various programming  
Late Late Night – Various programming  
Late Night – Various programming  
Prime – Various programming  
Weekend – Various programming  
South Park

## **ESPN**

ESPN reaches 99 million households, and has enjoyed steadily greater coverage over the past 15 years.

Programming –  
NASCAR – Charlotte NNS  
Major League Baseball  
Around the Horn  
Pardon the Interruption  
Rome is Burning  
NBA Fastbreak  
NBA Conference Finals  
SportsCenter

## **ESPN2**

ESPN2 covers 98.7 million households. ESPN2 delivered its most viewed year ever in both total day and prime in 2009.

Programming –  
SportsNation  
1<sup>st</sup> & 10  
First Take  
Mike & Mike  
NASCAR Now  
NBA Fastbreak  
NFL Live  
SportsCenter

## **ESPNews**

ESPNews is seen in 71.3 million homes. ESPNews provides 24 hours of sports news, highlights, scores, analysis and live press conferences.

Programming –  
Sports News

### **FOX Soccer**

FOX Soccer covers 34 million households, and is the leading broadcaster of US and international soccer news.

Programming –

Run of station scheduling during:

Day

Fringe

Latenight

Prime

Weekend

### **FOX Sports Net**

FOX Sports Net reaches 80 million households. This is a local team network so no matter where the contest is there is a local team playing.

Programming –

Major League Baseball In-game

Major League Baseball post-game

Sports programming

### **FX**

FX is seen in 95 million households. FX is the flagship, general entertainment basic cable network from FOX.

Programming –

Day – Various programming

Malcolm in the Middle

DVD on TV

Weekday Primetime Movie

Late Movie

### **Fuel**

Fuel covers 27.3 million households, and presents action extreme sports programming to a loyal audience.

Programming –

Run of station programming on:

Day

Fringe

Latenight

Primetime

Weekend

### **Fuse**

Fuse is seen in 65.8 million households, and its programming is 100% rooted in music.

Programming –

Run of station programming on:

Morning

Day

Early Fringe

Prime

Late Fringe

Overnight

Weekend

### **G4**

G4 is carried in 65 million households. The network has one of the highest concentrations of men 18-34 in cable.

Programming –

Early Fringe

Prime

Late Night

Weekend

Attack of the Show

Ninja Warrior

X-Play

### **MTV2**

MTV2 covers 76.7 million households and its programming focuses on the younger part of the men 18-34 demo.

Programming –

Run of station programming on:

Afternoon

Evening  
Latenight  
Mid-Day  
Morning  
Overnight

### **Speed**

Speed reaches 78 million households. Speed presents a unique mix of original entertainment programming that resonates with men.

Programming –

### **All Star Week**

Sprint Cup All Star Race  
Practice All Star Challenge  
Raceday All Star Challenge  
Live All Star Challenge  
Trackside All Star Challenge

NASCAR Victory Lane

### **NASCAR Live Races**

Sprint Cup Practice  
Sprint Cup Final Practice  
Sprint Cup Qualifying

### **NASCAR Shoulder Programming**

NASCAR Raceday  
Trackside Live Premiere

### **Magazine**

Unique Whips  
Pinks All-Out

### **Other Racing**

Monster Jam Weekday Racing

### **Spike**

Spike covers 98.8 million households. Spike knows what guys like. The brand speaks to the bold, adventuresome side of men with action-packed entertainment.

Programming –

Day  
Early Fringe  
Late Night  
Weekend  
UFC Greatest Moments  
UFC TUF

## **TBS**

TBS is seen in 100 million households. The network is the leading destination for comedy.

Programming –

Day

Comedy Block

Family Guy Prime

Late

Moonlight Theater

Early Morning

Weekend

Lopez Tonight

## **TruTV**

TruTV covers 92 million households. TruTV is television's destination for real-life stories told from an exciting and dramatic first person perspective.

Programming –

Weekend

Action Evenings

Tru Action

Prime Investigations

Saturday Night Solution

### **Turner Sports**

TNT is seen in 99 million households. TNT covers the NBA playoffs, one of the younger skewing major sporting events.

Programming –  
NBA Playoff Pre-game  
NBA Playoffs Conference finals

TBS is seen in 100 million households and covers major league baseball.

Programming –  
Major League Sunday Baseball

### **VS**

Versus is in 75 million households and is the national cable home of the National Hockey league.

Programming –  
NHL Conference Finals  
NHL Central conference Finals

## **Online**

The online portion of the media plan will account for just shy of \$1.3MM, or 16% of the total budget.

The publishers being used are among the larger sites that reach young men, as measured by comScore. These sites fall into the following genres –

- User Generated Content (Break.com)
- Television network sites (CBSSports.com, ESPN.com, FOXSports.com & NBC.com)
- Portals (MSN, Yahoo!)
- Gaming (Massive, Gamespot, IGN)
- Sports (MLB.com)
- Networks (TidalTV)
- Web Television (Revision3)

We will run a combination of banners (728x90, 300x250, 160x600) and :15 video.

Those units, executions and custom placements that generated a high click-through-rate (CTR) have been focused on for each site. For example, the custom canvas we did with NBC.com in December achieved a CTR of over 5%. Industry standard is closer to .05%.

The following is a review of each site.

### **Break.com**

Break.com is a humor website founded in 1998 that features comedy videos, flash games and pictures among other material.

As of July 2008, Break is one of the 300 most viewed sites in the world.

The Break.com plan will include:

- Homepage takeover with video for 2 days
- Break Media Network Interactive Engagement Suite (IES) video roll
- IES targeted to gaming, sports and entertainment
- 7,000,000 bonus impressions

### **CBSSports.com/GameSpot**

The CBSSports plan will cover 4 areas. They are: CBSSports.com, Official Athletic Sites of many colleges and Universities, NCAA.com and MaxPreps (High School Sports). Gamespot, a gaming site sold along with CBSSports.com has a very high composition of young men.

- All sites will include the 728x90, 160x600 and 300x250 units
- CBSSports.com is demo-targeted to men 18-34
- Official Athletic Sites, NCAA.com, MaxPreps.com and Gamespot will run ROS due to the high composition of young men, and lower CPM

### **ESPN.com**

ESPN.com will remain one of our largest partners. ESPN.com reaches over 5.5MM unique visitors per month, and reaches 16.2% of the online universe. With a 196 index for men 18-34 it is one of the highest young male composition sites we are using.

- :15 video
- :05 billboards with audio voice-over
- Major League Baseball index Roadblock for 1 day
- 300x250 & 728x90 & 160x600 banners
- Wireless presence via Major League Baseball
- 4,150,000 bonus impressions

### **FOXSports.com**

FOXSports.com has begun to present a cartoon webisode called “Of Course”. The webisode follows 4 guys on the golf course who talk to each other the ways guys do when on the golf course together. In addition we’ll run banners on other sections of the site.

- :15 video pre-roll before “Of Course” webisode
- 728x90 and 300x250 banners on Golf, MLB and NASCAR index pages

## **IGN**

IGN is a multi-media news and review website that focuses heavily on video games. The plan will include

- :15 video pre-roll
- Rotating roadblocks
- 728x90, 300x250 % 160x600 banners
- Bonus sponsorship of the Iron Man 2 Movie
  - Co-branded Launch Pad Sponsor Pad
  - Fixed Medium Rectangle
  - Title Ad on Iron Man 2 articles
  - 2,000,000 estimated impressions

## **Massive**

In video game advertising on games such as –

- Fight Night 4
- Madden 10
- MLB 2K10
- NBA 2K10
- NBA Live 10
- Pro Evo Soccer
- Tony Hawk Ride
- Blur
- Guitar Hero 3, 4, 5

## **MLB.com**

MLB.com is the exclusive place on the web for video highlights. Fans can't find them on YouTube or any video sharing sites.

MLB.com reaches 1,092MM unique visitors each month, with a men 18-34 index of 141.

- MLB.com plus 30 club sites
- :15 video
- 300x250, 728x90, 600x400 Interstitial
- 2,250,000 bonus impressions
- 1,000,000 mobile impressions

### **NBC.com**

- Long Form Video Male Cluster Show mix
- Branded Canvas Male Cluster Show mix
- :15 video
- 300x250 & 728x90 banners
- 718,818 bonus impressions

### **Revision3**

Revision3 is an internet based television network. The shows are distributed through a wide range of platforms and distribution partners. These include CNET TV, iTunes, BitTorrent, and YouTube.

We will again integrate our occupant protection message into the program via the program hosts.

Programs and number of sponsorships are:

- Dignation (2 episodes)
- TRS (2 episodes)
- Tekzilla Sponsorship (2 episodes)
- Tekzilla Dailies (5 episodes)
- Film Riot (3 episodes)
- Landline TV (2 episodes)
- Scam School (2 episodes)
- Digg Reel (2 episodes)
- iFanboy (3 episodes)
- Hak5 (2 episodes)
- Food Mob (2 episodes)

### **TidalTV**

TidalTV is an online video advertising network that leverages the power of data and technology to guarantee delivery of NHTSA's message to a young male target audience.

- :15 video
- Companion banners
- Strong performing genre of sites include
  - Gaming
  - Entertainment
  - Movies
  - Music

### **Yahoo!**

Yahoo! is a web portal also known for its search engine, Yahoo! Directory, Yahoo! Mail, Yahoo! News and many others.

The NHTSA campaign will use the following sites based on past performance

- Yahoo! News
- Yahoo! Mail
- Yahoo! Messenger
- Yahoo! Games
- Yahoo! Sports

## **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 \$1.2MM, or 15%, 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
- Urban
- NFL Network
- MTV Radio
- Talk (Billy Bush, Lovelines, Dennis Miller)

### **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:

- NASCAR
- Country
- Rock
- Hispanic

### **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
- Urban
- CHR
- Hot AC
- ESPN Sports Programming
- NBA Basketball
- Country

### **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, Soccer, MLB Hispanic

### **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

### **Performance Racing Network**

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 is 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)

### **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