National Highway Traffic Safety Administration
"Drive Sober or Get Pulled Over" August 2014
Labor Day Campaign Media Buy Summary

The 2014 Labor Day campaign will use a combination of TV, radio, online, and Spanish-language media. Programming will be scheduled, for the vast majority of programming, on a Wednesday to Sunday flight pattern starting on August 13th and ending on September 1st. The total value of the buy is $13,129,091.

TV

The television portion of the "Drive Sober or Get Pulled Over" plan for August represents the majority of the budget allocation. In order to target the young male audience the majority of networks will be cable networks with a very high composition of young men. In addition, in order to reach motorcyclist, certain programming has been selected to reach our older "Mid-life motorcyclist" demographic of men 45-64 years old. The television portion of the plan will account for $7,585,947, or 57.8% of the total budget.

ABC Sports/ESPN

The plans on ABC, ESPN, ESPN2 and ESPNews will include live sports as well as studio programming. This plan on ABC/ESPN is at a flat CPM to the 2013 plan.

ABC
CFB: Florida St Vs Oklahoma St
College Football

ESPN
MLB: Sun Night W/Rpt
College Game Day
College Football W/Rpt, Prime
NASCAR: Sprint Atlanta W/E2 Rpt
NASCAR: Sprint Michigan W/E2 Rpt
NFL Live
SportsCenter

ESPN2
MLB: BB Tonight
MLB: W/Rpt
EOE: ESPN First Take W/Rpt
Keith Olbermann Show W/Rpt
Mike & Mike
Numbers Never Lie
NFL Insiders
NFL Live
SportsCenter

ESPNews
Scott Van Pelt
SportsCenter W/Overnight Rpt

Adult Swim
Adult Swim is a premiere cable network used to reach NHTSA's young male audience, with trendy comedies and dramas. The plan uses a combination of :30s and :15s. The :15s will be guaranteed as unequivalized, that is the spot will be given full audience value, not half.

Adult Swim (2 T/C) :15 unit
Adult Swim (2 T/C)
Adult Swim Prime :15 unit
Adult Swim Prime

Comedy Central
Comedy Central will deliver a large number of GRPs to the total plan performance.

At Midnight
Daily Show - Morning
Early Fringe
Futurama Prime
Late Late Night
Late Night
Prime
South Park LN - Encore
South Park Prime - Encore
South Park Wed LN - Encore
South Park Wed Prime - Encore
Stephen Colbert - Prime
The Daily Show - Late Night
Weekend Fringe

Discovery Channel
The Discovery Channel will be used to reach the older Mid-Life motorcyclist target. The Discovery Channel is one of the highest indexing networks for the Mid-Life Motorcyclist audience. A combination of :30s and :15s will be used with the :15s guaranteed as unequivalized. With the use of unequivalized :15s the CPM is down 36% from last year.

Best of Discovery :15 Unit
Core Discovery :15 Unit
Epic Discovery :15 Unit
Power Pack :15 Unit
Discovery Afternoon :15 Unit
Discovery Mornings :15 Unit
Discovery Saturday :15 Unit
Discovery Sunday :15 Unit
Bearing Sea Gold
Best of Discovery
Power Pack
Discovery Afternoon
Discovery Mornings
Discovery Saturday
Discovery Sunday

FOX

The August buy on Fox will rely on animation programming to bring the buy into an efficient level.

Bones
Bob's Burgers
American Dad
American Dad :15 Unit
Simpsons :15 Unit
Simpsons
Family Guy
Animation Domination
Animation Domination :15 Unit

FOX Sports 1 & 2

FOX Sports 1

College Football
CFB Saturday Game # 1
CFB Sunday Game # 1
College Football Replay
NASCAR Live Racing
Nationwide Final Practice Session #1
NASCAR Shoulder
Race Hub Day
UFC Live Fights
UFC Fight # 1
UFC Preliminary Bouts #1
UFC PPV Preliminary Bouts
UFC Fight Replay
UFC Shoulder
UFC Countdown
UFC Pre-Fight Show
UFC Reloaded
UFC Ultimate Insider
UFC Unleashed
UFC Shoulder Day
UFC Shoulder Prime
News & Information
FOX Sports Live
Fox Sports Live Weekend Late
FOX Sports Live Weekend
FOX Sports Live Replay
Studio Shows
The Mike Francesa Show
Motorsports Racing
Inside Monster Jam

FOX Sports 2
UFC Live Fights
UFC Fights Fringe
UFC Fights Prime
UFC Fights Weekend
UFC Shoulder
UFC Shoulder Fringe
UFC Shoulder Prime
UFC Shoulder Latenight
UFC Shoulder Weekend
ROS
Fringe
Prime
Latenight

FOX Sports Net
FOX Sports Net, also known as Home Team Sports, is made up of many local cable systems that cover their local team. By buying sports this way NHTSA will always run in the local team's area, thereby garnering more interest in the game.

MLB In-game (24 MLB Teams)
MLB Post-game (24 MLB Games)
ROS Sports Programming

FX
The plan on FX is flat to last year, and will include some high rated, as well as highly anticipated programming. The buy will include the new program "The Strain". This highly anticipated 13 week series is a vampire horror story.

Day
FX Daytime
Prime
The Strain 1 Season 1 :15 Unit
The Strain 2 Season 1 :15 Unit
The Strain 3 Season 1 :15 Unit
The Strain 4 Season 1 :15 Unit
FX Movie Download 2 :15 Unit
FX Movie Download 3 :15 Unit
FX Movie Download 4 :15 Unit
FX Movie Download 2
FX Movie Download 3
FX Movie Download 4
Specials
Immortals Premiere
Late
Fully Baked
FX Original Encore Showcase
Weekday
FX Movie Weekend

History Channel/H2
The History Channel and H2 plans are for the Mid-Life Motorcycle target. Programming will include two of their very successful programs: American Pickers and Pawn Stars.

The majority of the buy will run on History with a small buy on H2 that provides a bit more efficiency.

History
History Power Hour :15 Unit
History Power Hour
American Pickers :15 Unit
American Pickers :15 Unit
Pawn Stars :15 Unit
History Essentials :15 Unit
History Essentials
History Sunday :15 Unit
History Sunday
Day ROS :15 Unit
Day ROS
Prime Access :15 Unit
Prime Access
Weekend Rotation :15 Unit
Weekend Rotation

H2
Prime :15 Unit
Prime
Daytime :15 Unit
Daytime
Prime Access :15 Unit
Prime Access
Weekend Rotation :15 Unit
Weekend Rotation

Ion
Ion is the final network dedicated to the Mid-Life Motorcyclist. The :30 and :15 spots will be used here with the :15s running as unequivalized.

Prime :15 Unit
Prime
Originals (Prime) :15 Unit
Non-Prime ROS :15 Unit
Non-Prime ROS

MLB Network

The Major League Baseball season will be near mid-season during the August campaigns, and many teams are establishing themselves as the leaders, while others will be in catch-up mode.

Leading Off
Quick Pitch
On Deck
The Rundown
High Heat w/Chris Russo
MLB Now
Hot Corner
Weekend Morning
Clean Up 1
MLB Tonight
Prime Games
Quick Pitch
Matinee Baseball
Matinee Baseball
Closer
Quick Pitch II

MTV/MTV2

NHTSA will run throughout the day on both networks. MTV is the larger of the two, but MTV2 skews more male.

The combination of the networks together brings the total CPM down to a very efficient level.

MTV
Afternoon
Evening
Late Night
Mid-Day
Morning
Overnight

MTV2
Afternoon
Evening
Extended Day Fixed
Latenight
Mid-Day
Morning
Overnight

NFL Network
The August campaign will run during the NFL pre-season. The plan includes pre-season games as well as NFL shoulder programming.

Weekday
Weekend Day Pre-Season Game
Weekday Pre-Season Game
Fringe Pre-Season Game
Prime Total Access Premiere
Prime Total Access
Prime Pre-Season Game
Late Night Rotator
Overnight Total Access
Overnight Pre-Season Game
Late Night Pre-Season Game

SyFy/USA
These two networks are being used primarily for the WWE programming they carry. Since the "Discontented Blue Collar" is the highest at-risk group within the target segments, the WWE wrestling programs perform particularly well against them. A combination of :30s and :15s will be used with the :15s guaranteed as unequivalized. SyFy carries Smack Down and USA carries RAW.

SyFy
Overnight ROS
WWE Smackdown :15 Unit
WWE Smackdown

USA
Overnight ROS :15 Unit
Overnight ROS
WWE Raw
NCIS: LA Marathon :15 Unit
Movie :15 Unit
WWE Raw :15 Unit

TBS
DayTime
Moonlight Theater
Early Morning
Latenight
Weekend
Comedy Block 1
Prime
Family Guy Prime
Family Guy Prime :15 Unit
Conan (2 T/C)
Conan (2 T/C) :15 Unit
Big Bang Theory :15 Unit

Tru TV
This Turner network delivers a very efficient plan against the target audience using a combination of :30s and :15s with the :15s guaranteed as unequivalized.

Tru Prime (2 T/C) :15 Unit
Tru Prime (2 T/C)
Tru Evenings :15 Unit
Tru Evenings
Weekend :15 Unit
Weekend
Carbonaro Effect (2 T/C) :15 Unit
Carbonaro Effect (2 T/C)
Friends of the People (2 T/C) :15 Unit
Friends of the People (2 T/C)

Twentieth Television
NHTSA will run on a number of programs that perform very well against the young male target. The CPM is down slightly from last year.

American Dad
Cleveland Show
Cops Reloaded
Dish Nation
Futurama
Its Always Sunny in Philadelphia
Its Always Sunny in Philadelphia Weekend

Velocity
Velocity is a Discovery Communications network, and covers all things that go fast.

The plan for August is among the most efficient for reaching young men, and a small budget outlay provides NHTSA with a heavy presence on the network.

Best of Velocity (2 T/C)
Boys Toys (2 T/C)
Custom Cars (2 T/C)
Men at Work (2 T/C)
Wheeler Dealers (2 T/C)
Velocity Late
Velocity Late Night
Need for Speed
On the Block
Velocity Showcase
Velocity Fringe
HPB Saturday
Maximum Velocity
Sunday Matinee

Univision Networks (Spanish)
The Univision networks are made up of Galavision (cable), Unimas (broadcast), Univision (broadcast) and Univision Deportes (broadcast).

Galavision
News
News ROS
Prime
Prime ROS
Late Night
Late Night ROS
Sports
Sports ROS

Unimas
Prime
CinePlex
Cine de las Estrellas
Late Night
Cineplex
2AM Series
Cineplex
Sports
Contacto Deportivo

Univision
News
Noticiero Univision
Ultima Hora
Prime
Primetime Novela
Late Night
Novela
Desmadrugados

Univision Deportes
Early Morning
ROS
Daytime
ROS
Fringe
ROS
Prime
ROS
Late Night
ROS
Weekend Daytime
ROS
Sports
Copa MX

RADIO
Network radio is used to increase the reach of the "Impaired Driving" campaign, while also generating higher levels of frequency. The network radio portion of the plan will account for $1,547,474, or 11.8% of the total budget. In addition to the radio placement, networks will deliver social components through their on-air talents Twitter and Facebook feeds.

Cumulus Hispanic
The NHTSA buy will run primarily on the Contacto (Contact) program, which is a news program.

The plan will generate about 17 GRPs against men 18-34 and a low $8.10 CPM.

Entravision
Entravision Communications Corporation owns and operates one of the largest groups of Spanish-language radio stations in the United States. It owns 48 radio stations (37 FM and 11 AM), 46 of which are located in the top 50 U.S. Hispanic markets.

The plan will generate about 25 GRPs for a CPM of $14.18.

ESPN
The majority of weight on this plan will run in sports on College Football and Major League Baseball. This spots coverage will generate the greatest number of target gross rating points (GRPS), but will also be the most efficient part of the buy keeping the overall plan efficient.

In addition to the College Football and MLB coverage NHTSA will run on personality based programs.

Those programs include the following:

Mike & Mike
- Weekdays from 6-10a with 93.4% US coverage
- Simulcast on ESPN2
- Co-hosted by SportsCenter anchor Mike Greenberg and former NFL player Mike Golic
- ESPN's personality-driven sports talk morning drive show, combining a mix of live quest interviews, analysis, breaking sports news coverage and opinion

Colin Cowherd
- Weekdays from 10a-1p with 90.1% US coverage
- Colin brings his personality, humor and unique perspective on sports and topical news topics
- Popular in-show segments include top ESPN analysts year round
- Entertaining daily segments like "Spanning the Globe", "Opening Rant", "Two for the Road"

Scott Van Pelt & Russillo

- Weekdays 1-4p with 85.1% US coverage
- Atmosphere of two pals talking sports, sharing their opinions and personalities with listeners
- Popular in-show segments include top ESPN analysts year round
- Entertaining daily segments like "One Big Thing" and "Best Available Video"

Dan Le Batard

- Weekdays 4-7p with 75.9% US coverage
- Le Batard and his co-host "Stugotx" (Jon Weiner) bring their unique blend of self-deprecating humor, insightful quests, thoughtful – and at times provocative – conversation to ESPN Radio's audience

The Freddie Coleman Show

- Monday – Thursday 10p-1a with 94.2% US coverage
- The show will focus on the sports news events of the day and the games in progress with an emphasis on Coleman's opinions and reactions to those events

Sedano & Stink

- Monday – Thursday 7-10p with 94.2% US coverage
- Hosted by Jorge Sedano and Mark Schlereth
- Most up to date sports recaps and updates from the latest action and interviews with the stars of the big games, with an emphasis on listener interaction
- Entertaining daily segments like "One Big Thing" and "The Stinkin Truth"

A digital effort on ESPN Radio will be used as well. This effort will include :30 audio streaming and is accompanied by a 300x250 banner.

Along with the audio streaming NHTSA will receive standard IAB units rotated across the radio site on desktop and mobile devices.

ESPN Deportes

This Spanish language sports radio network will generate close to 44 GRPs for a CPM of $10.42. Programming will cover a number of sports topics with programs such as Destino Brazil, Al Desperta, Futbol Picante and Jorge Ramos Y Su.

Performance Racing Network

This racing centered network will run on the following programs:

- Sprint Cup
- Nationwide Series
- Garage Pass
- Racing Country

Plan includes :15 live reads as well as :05 billboards. PRN will generate 21.5 GRPs for a CPM of just $1.20.

Premiere Radio Network
The plan on Premiere will use personality based programming as well as various music format networks.

Many of the personalities will voice live reads of the "Drive Sober" message thereby lending their voice and influence to the message.

Personality Based Schedules
After Midnight with Cody Alan
Blending Country and CHR formats, After Midnight is perfect for the trend of crossover country stars like Carrie Underwood and Taylor Swift. Well known to all the biggest names in the industry, After Midnight is their first stop for making big announcements or sharing new music with their fans.

Cody Alan will voice the "Drive Sober" message, and his program clears 87.8% of the country.

America Now with Andy Dean
Former "Apprentice" contestant Andy Dean reveals what's hot or not in economics and politics, with an artful retort for every kind of bedlam in domestic and worldwide news. The self-proclaimed "king of political content" invites expert guests and callers to democratize his reign over show topics.

Andy Dean will voice the "Drive Sober" message and his news/talk format show covers 67.1% of the country.

Ben Maller Show
When the moon comes out, Ben Maller emerges with the most compelling overnights in sports talk radio. One of the original sports bloggers, Maller brings his token sarcasm, informative insight and stimulating opinions to sports fans each evening, while inviting them to the conversation.

The Ben Maller Show covers 80.3% of the country, and Ben will voice live reads of the "Drive Sober" message.

Bobby Bones
Bobby Bones's Morning show has a devoted audience that has brought him from trending Twitter to live TV. Now he's bringing his energy and his young, influential team to country radio, playing the latest in crossover country each morning and counting down the hits each weekend.

This country format program covers 35.9% of the US.

Coast to Coast AM with George Noory
The most-listened-to late show host in America, George Noory takes his listeners on an intellectual journey traveling from current events to metaphysics, apparitions, and the supernatural. He entertains the up-all-night crowd and reaches millions each week.

This news/talk format program clears 99.6% of the country.

Crook & Chase Countdown
Lorianne Crook and Charlie Chase are trusted country insiders, on the scene at major country events and bringing listeners breaking industry news. The Crook & Chase Countdown spins the most-requested country hits, incorporating homespun elements to truly be the masters of country culture.

Crook & Chase clear 69.9% of the country.

Elvis Duran & The Morning Show
The personalities on Elvis Duran and the Morning Show relate effortlessly to their young and trendy listeners. Callers turn into chatting friends, debates rage on Facebook over the latest in music and pop culture - the listeners are as much a part of this show as the crew.

The Elvis Duran Show runs on 68 affiliates across the country with this CHR format program.

Jason Smith Show
Emmy-award winning producer and NFL Network host Jason Smith brings his extensive experience in Sports Talk entertainment to late nights on FOX Sports Radio as he provides his expert analysis, updates on the games in play and engages in entertaining conversations with listeners to close out the day in sports and prepare for tomorrow.

Jason will voice live reads of the "Drive Sober" message. The sports program clears 81.1% of the US.

Jay Mohr Show
Actor, comedian, sports personality and radio host Jay Mohr brings his trademark humor and unique perspective as a multimedia star to FOX Sports Radio as host of Jay Mohr Sports. This interactive show features the latest sports news, in addition to conversations with high-profile athletes and celebrities. Need we say Mohr?

The Jay Mohr sports program clears 62.6% of the country.

John Boy & Billy
John Boy and Billy's extremely loyal listeners would agree they are the kings of homespun comedy. The guys hit every interest of the working class American male, from parodies and great guests to hilarious skits, classic rock hits and mishaps with the latest gadgets.

The John Boy & Billy show clears in 21.1% of the US. John Boy & Billy will voice live reads of the "Drive Sober" message.

JT "The Brick"
You won't find a more fast-paced, high-energy show than J .T. "The Brick." Using his outspoken, big, booming voice, J.T. hosts one of radio's most interactive shows as he fields calls from listeners across the country. Joined each evening by co-host Tomm Looney, their outspoken dialogue is second to none as they bring a new attitude to afternoon/ nighttime sports talk radio.

JT will voice the "Drove Sober" message with live reads. His show clears 68.9% of the country.

Keith Sweat Hotel
Keith Sweat is a chart-topping R&B singer and producer. He brings his memorable voice and smooth style to the airwaves every night to host The Keith Sweat Hotel, an enticing combination of classic and current R&B hits alongside heartfelt confessions and listener dedications.

The Urban format program clears in 24.2% of the country.

Live on Sunday Night with Bill Cunningham
Bill Cunningham achieved a career trifecta in law, business, and government. Now, as radio's "Voice of the Common Man," Bill merges all his knowledge, along with his distinguished guests to enrich the minds of his loyal and participative audience.

Bill Cunningham's show clears 92.1% of the country.

Sixx Sense
Nikki Sixx rose to fame as part of the iconic rock group Motley Crue, and now every night, he gives listeners a backstage pass to the music industry and the latest in modern rock music. He's incredibly accessible to his listeners chatting on Twitter, sharing videos and streaming on satellite 24/7.

This Rock/Classic Rock format program clears 63.7% of the US.

Steve Gorman – Sports
Featuring The Black Crowes drummer and Nashville-based sports radio personality Steve Gorman, Steve Gorman Sports! delivers unique sports commentary and entertainment, including Gorman's unique perspective on what's happening in sports, music and pop culture. For years, his secret to staying sane on the road was an obsessive devotion to watching and discussing sports, and now this sports fan talks sports and more with listeners every day.

Steve will voice live reads of the "Drive Sober" message.

This Sports/Pop Culture program clears on 122 affiliates.

Steve Harvey
Steve Harvey is a radio personality, best-selling author, comedian, and TV host of Family Feud and his own daytime talk show. On the radio, Steve mixes R&B music and lively interactive segments with a one-on-one connection that unites his millions of fans into a tight-knit community.

The Steve Harvey show clears on 52 affiliates across the country.

The Breakfast Club
The Breakfast Club is a four-hour show featuring DJ Envy, Angela Yee and Charlemagne Tha God's unrivaled interviews. From megastars like Justin Bieber, Nicki Minaj, and Arnold Schwarzenegger to rap icons such as Rick Ross, Waka Flocka and Gucci Mane, every guest visiting the Breakfast Club is grilled with their signature blend of honesty and humor. The results are the best interviews to be found on radio.

The Breakfast Club clears on 18 affiliates.

Music Based Networks
A number of music networks representing a number of formats will be used in addition to the personality based programs. Formats represented will be rock, Urban, Country, Sports and CHR.

All networks have a high US clearance percentage.

The total radio plan will generate over 35,000,000 impressions.

Digital
Elvis Duran, Bobby Bones, The Breakfast Club, Sixx Sense and FOX Sports Radio will use their Facebook and Twitter networks to send out 1 post and one Tweet to all of their followers.

In addition :30 audio along with a 300x250 banner will run on iHeart Radio, and online radio network. Formats will include CHR, Urban, Rock, Sports and Premiere Personality sites.

The digital plan will generate 2,250,000 impressions.

Sun Broadcast Group
This radio network will generate just over 21 GRPs with a CPM of $16.35. Activity will be concentrated on two programs –Tu Sonido and Onda.

Tu Sonido
Tu Sonido includes over 150 top market, Spanish language affiliates to reach young men. With 86% coverage from coast to coast paired with top markets and an extensive reach, Tu Sonido is the perfect vehicle to bring your message to the coveted Hispanic listener. Tu Sonido--*Bringing your sound to life.*

Onda
Millions of loyal listeners tune to the affiliates of Onda networks to hear all their favorites including Juanes, Juan Luis Guerra, Reik, and Shakira.

TargetSpot
TargetSpot is a digital radio supplier. It reaches over 64% of all online listeners. TargetSpot is available on web and mobile platforms.

The TargetSpot network includes over 75 of the leading online music, Internet radio and audio content providers, from CBS Radio, Entercom and Cox, to AOL Radio, Last.fm, Yahoo! Music and many more. This equates to more than 3,000 audio content destinations, reaching nearly 40 million monthly unique users.

The TargetSpot plan will use :30 in stream audio along with a 300x250 companion banner.

The plan will generate over 24 GRPs with a CPM of $3.47.

Westwood One/Cumulus
The Westwood One portion of the radio buy will generate just over 291 men 18-34 GRPs over the length of the flight with a very efficient CPM of $7.56.

Major Westwood One networks such as Youth, Decision Maker, Country Pop and Social Circle will efficiently deliver a large number of GRPs. In addition sports networks included will cover NCAA Football and the NFL. These sports plans will include in-broadcast :30s, :10 liners and billboards. On CBS several sports program are included in the plan including:

Chris & Brian: Veteran play-by-play announcer and experienced radio host Chris Moore, and former football player and current CBS Sports Network Analyst Brian Jones, are co-hosts of CBS Sports radio evening show.

The Doug Gotlieb Show: "Listeners of my radio show will enjoy a fast, highly opinionated program that will challenge and engage sports fans nation wide.

Ferrall on the Bench: Program will take listeners through the day's headlines and most talked about topics in sports, generated spirited discussions with callers, and conducts captivating interviews with a variety of special guests.

The DA Show: Damon Amendolara, known by his fans as D.A., hosts a program which is a mix of the latest sports news, discussions and controversy, in addition to interviews with tastemakers from the sports world and call from night-owls across the country.

The John Feinstein Show: The show features commentary on the world of sports from the man who has covered most of the major – and many of the not-so-major – events in the world of sports during his more than 30 years as a sportswriter.

ONLINE
The online portion of the Labor Day plan represents just over 28.7% of the total advertising budget coming in at $3,771,250.

The online plan will continue to use the following outlets

- Publisher direct
- Social
- Video networks
- In-game video games

Genre of sites will include sports, music, gaming and entertainment.

Bleacher Report
B/R specializes in creating and curating content about trending news topics, with an emphasis on delivering opinion-oriented analysis and multimedia programming.

The plan on B/R will include a Homepage/Frontdoor Takeover that will include a 300x250, custom header, skin and 320x50. Running throughout the flight will be a Premium Sports Rotational Package that will include a 300x250, custom header skin, and 320x50.

NHTSA will also receive a run-of-site schedule using standard display.

This plan will generate very close to 11,400,000 impressions.

Break.com/Defy Media
Defy Media and Break merged last year creating a larger digital footprint to utilize for the "Drive Sober" message.

The highest performing units, takeovers, page engage, pre-roll and video-stitial will be used again along with standard display units.

This plan will run on desktop as well as mobile devices.

A total of 21,679,375 impressions will be generated by the Break/Defy plan.

BuzzFeed
BuzzFeed is a social news and entertainment website covering topics such as politics, DIY, animals and business.

Based on the success seen with the Texting Enforcement campaign BuzzFeed will work with NHTSA to create a video that will live on BuzzFeed and BuzzFeed's YouTube network. In addition to the video BuzzFeed will create 3 social posts about the "Drive Sober" campaign. Social posts could be about "Facts You Don't Know About Drunk Driving" and "Reasons the Designated Driver is the Real Hero".

Along with the custom video and social posts NHTSA will run in those units that are standard on BuzzFeed such as the Homepage Story unit which appears as a sponsored piece, that will also run as run-of-site.

The plan also includes social elements – thumbnails and social content seeding.

Social thumbnail units run in the sidebar and header of the homepage, while social content seeding amplifies and accelerates content discovery across social platforms.

The plan on BuzzFeed will generate over 23 million impressions.

CBS Sports

The CBSSports.com plan will include 300x250, 160x600, and 970x66 display units, as well as :15 video pre-roll.

During the campaign on the Fantasy Football Today Wednesday Show NHTSA will receive an audio call-out from the program host. This will be at no additional cost to NHTSA.

The CBS Sports plan will deliver over 7,400,000 impressions.

Complex Media

Complex Media is a multi-media platform for young male consumers. These young men are driven by style, music, sneakers, sports, games, gear, and girls in their daily lives.

The primary unit on Complex will be a High Impact Full Width Billboard Takeover package. The package will include the full width billboard (goes across the entire screen), leaderboard, rectangle, skin, Video Sharebar logo, Video Sharebar popup, mobile interstitial, and mobile header/footer.

Running throughout the flight NHTSA will receive a Full Width Billboard package that will include the billboard and a mobile interstitial. In addition NHTSA will receive a Video Sharebar Package that will include a logo, popup and mobile banner. NHTSA will also receive a standard banner package that will include a leaderboard, rectangle and mobile header/footer.

This plan will generate 3,075,000 impressions.

CraveOnline

The plan on this long time partner includes several executions to build off of the Labor Day holiday.

Cover Story: First-to-market, high-impact custom editorial piece covering the must-know, must-do and must-see summer cookouts, concerts, events, parties and much more, while highlighting the *Invisible Cop* promo spot front-and-center (includes 1 content refresh)

- Editorial topics surrounding the "Rules of Summer"—providing guys with insider tips to end this summer on a high note, while reminding them to do so responsibly with a seamless *Invisible Cop* alignment
- Multiple click-through options drive users to different destinations and premium editorial content
- "Presented by *NHTSA's Invisible Cop*" branding included with an option to run pre-roll video in front of organic video content
- Desktop and Tablet compatible

Content Targeting: When you think of summer, summer barbecues, sunny days at the beach, long nights out with friends and endless summer parties come to mind. But, amidst all of the fun, it's important to remember to drink responsibly and to never get behind the wheel while you are drunk. To provide our guys with this extremely important reminder, *NHTSA's Invisible Cop* will own all "summer" content for the duration of the campaign flight.

- Ownership of all summer-related content on CraveOnline
- Keyword targeting allows for *NHTSA's* brand messaging to be featured within a toggle reskin around relevant content
- Interactive and engaging rich media units will create maximum exposure for *NHTSA's Invisible Cop* amongst our core audience of M18-34

Toggle Reskin: Bring the *Invisible Cop* to life through an interactive toggle reskin, showcasing prominent branding and specific storylines that reveal the *Invisible Cop* as you toggle back-and-forth.

- Takeover includes roadblock and reskin with call-to-action "Roll over to Reveal the *Invisible Cop*"
- Ad unit triggers the toggle between reskins
- 728x90 or 300x250
- Up to 4 reskins available
- Includes click-outs to client site

3D Pre Roll : This in-stream solution will enhance the ***Invisible Cop*** PSAs (:30 or less) by augmenting the invisible cop and breaking him outside of the confines of the video player, to perfectly align with the creative concepts and brand messaging, "They'll see you before you see them".

- Eye-catching "3D" animation that enhances content within pre-roll video
- Short form video (:10 - :30)
- Clicks out to the official ***NHTSA Invisible Cop*** site or social feeds (Facebook/Twitter)

This robust plan on Crave will generate 22,655,000 impressions.

Daily Motion
Daily Motion has delivered the greatest number of clicks for the NHTSA campaigns then any other site that has been used.

Daily Motion is now the 31st most visited site in the world.

The NHTSA plan will include a number of takeovers –

- High Impact Homepage Rich Media with video
- Homepage Takeover with video masthead
- Sports Channel Takeover with pre-roll and skin

The majority of this plan is video with 300x250 companion banners as added-value.

This robust plan will deliver over 7,707,000 impressions.

Entertainment Arts (EA)
The plan on EA is based on cost-per-engagement pricing to engage with the video. The cost-per-engagement pricing will run on desktop, console and mobile devices.

Along with the engagement plan NHTSA will also run in-game with dynamic in-game ad placement.

This plan will generate 4.3 million impressions.

ESPN.com
The plan on ESPN.com will run primarily on major league baseball and NFL content. NHTSA will be rotated across all sports as well, including the Fantasy football channel page.

This plan will run on desktop and mobile devices. A total of 22,804,168 impressions will be generated.

GameSpot
GameSpot is a video gaming website that provides news, reviews, previews, downloads on video games. GameSpot also allows users to write their own reviews on the site forums.

The plan on GameSpot will use GameSpot as well as several other sites including last.fm (a music site that builds a detailed profile of each user's musical taste by recording details of the music the user listens to), Metrolyrics (a lyrics-dedicated site with a database of over 1 million songs), Giant Bomb (a video game website that includes gaming news, reviews, commentary and video) and Comic Vine (largest comic database online).

The plan will use takeovers, pre-roll and standard banners.

The GameSpot editorial takeover includes the four major doors from GameStop's topnav bar: News, Reviews, Games and Videos. The takeover includes a 970x250 billboard, 300x250, 970x66 and skin.

This plan will generate 6,875,000 impressions.

Goodway Group

This plan will be all video plus video companion banners. The targeting is two-fold:

1. Cost-per-completed view. NHTSA pays only when the video has been watched to completion
2. Targeted to men 18-34 who are light TV viewers and may net see the NHTSA TV spots at a high frequency level

The cost per-completed-view is less than $.03, and comes in at $.028. This modest plan will generate 2,678,571 completed views to light m18-34 who are light users of TV.

Google/YouTube

The plan on Google will employ YouTube skippable, TrueView, video where NHTSA pays only for videos viewed to completion, as well as, display on the Google Display Network.

The YouTube video will target the gaming, sports, auto, music and entertainment categories.

The Google Display Network will run 300x250, 160x600 and 728x90 standard banner units within the games, auto, music and sports sites. Interest targeting will focus on sports, gamers and music.

NHTSA/YouTube will collaborate on developing a unique video to create a conversation around the "Drive Sober" theme.

This plan will generate well over 47 million impressions.

Heavy

The plan on this entertainment web-site will include takeovers (desktop, tablet & mobile), video, and display.

As part of NHTSA's 5 homepage takeovers Heavy will doctor the homepage photos featured on the site that day to include images of "Invisible Cops" throughout the day in support of the client's Invisible Cop messaging.

This very robust plan will deliver over 30 million impressions.

IGN

The primary elements on IGN will include –

- Rotating roadblock w/video billboard
- Cross-platform pre-roll (IGN, YouTube, Mobile)
- Mobile Interstitial
- iPhone App banner
- ROS mobile site banner
- ROS Premium half page
- ROS Leaderboard

In addition IGN will use their made-for-the-web television show, Up at Noon, hosted by Greg Miller and Brian Altano. Up at Noon is a comedy-driven talk and variety show starring the IGN fan-favorites Greg Miller and Brian Altano. Get the latest news from the gaming world delivered with a heavy dose of snark, comedy skits, and exclusive interviews with the biggest names in gaming and entertainment

NHTSA's message will be woven into the show as Greg Miller talks about gaming news and provides guys with a combination of the coolest stories & essential announcements they need to know about that week

Program Details:

- Custom NHTSA Integration
- One show per week – 100% SOV
    - Targeted Pre-Roll w/ companion
    - Custom skinned Video Player
    - Hard Coded Slate & Voice Over
- Distribution: IGN.com, IGN's YouTube Channel, Mobile, Tablet, Xbox Live, PSN & Roku
- Monthly Video Views: 880K
- Greg, the host, decides to have a drink after the show ends. He then pulls up a steering wheel prop, and right before he begins to drive his anchor desk "car" home. Enter Police Officer Brian, educating Greg on the dangers of Drunk Desk Driving.

This plan will deliver over 9.2 million impressions.

Intergi

Intergi is a group of gaming sites that include ScreenRant, GameZone, IncGames, SuperCheats, RunEscape and NeoSeeker.

The plan on Intergi will include a Faux Editorial write up on ScreenRant announcing a "new surprise movie". The faux editorial page will be taken over with what appears to be creative promoting the "new movie" – However, when users hover over the creative the Invisible Cop will load and reveal NHTSA messaging.

This plan will deliver 6.3 million impressions.

Kongregate
Kongregate is an online games hosting website which allows users to upload user-created games. Users can rate the games and search games by its user rating.

Kongregate will create a "Drive Sober" promotion and a custom landing page. Kongregate/NHTSA will offer a Labor Day themed program that rewards all visitors who agree to watch the NHTSA :30 video. This offer will play over the game they are waiting to load. The reward offer will be 1 Kongregate Kred (virtual currency with real $ value) and 20 Kongregate points (virtual currency). One reward per user.

In addition to the custom video promotion, NHTSA will receive on "Hot New Games" banners and video over the life of the flight.

This plan will generate over 23,500,000 impressions.

Makers Studios
Makers Studios is a multi-channel network that produces made-for-the-web episodic television programs. The plan for NHTSA will include pre-roll running on Maker.TV as well as Maker Studios' YouTube channel. As added-value NHTSA will receive three 1 day homepage takeovers on Maker.TV.

This plan will generate over 5 million impressions.

MLB.com
MLB.com is the official site of Major League Baseball and is a source of baseball-related information, including baseball news, statistics and sports columns. MLB.tv is a subscription based audio and video service that allows users to hear and watch HD quality major league baseball games live via a high-speed Internet connection. The NHTSA plan will use both MLB.com and MLB.tv with pre-roll/mid-roll along with companion banners. In addition NHTSA will receive a ROS standard display.

The plan on MLB.com will deliver over 6.2 million impressions.

SpinMedia
The most authentic, trusted music brands in the world. The SpinMedia network of 20 influential music sites hold the dominant position in online music content creation.

The SpinMedia plan will include
- Video expandable billboard & skin
- Rich media mobile unit
- 300x600
- 300x250
- 728x90

In addition to the plan described above SpinMedia will use two of their Buzzmakers to talk about the "Drive Sober" campaign.

CONCEPT*:* Select Buzzmakers with a positive image & messaging will leverage their strong social following to promote the Drive Sober Or Get Pulled Over campaign. The anti-drunk driving content of each social post will be spread using a custom NHTSA hashtag, #drivesober, encouraging widespread engagement and shareability amongst their social followers.

This plan will generate over 11 million impressions.

Videology

The plan on this video network will use cost-per-completed-view pricing along with an ad unit that is designed to increase engagement with the ad. This engagement ad will surround the video player and offer touch points for the user to engage with. This unit has performed well in past campaigns.

Targeting is based on those young men who have seen the programming on the NHTSA buy, and/or watch programing that carries a high men 18-34 rating as reported by Nielsen. Videology now has access to the Nielsen panel and can target based on the programming these young guys watch.

The plan will run on desktop and mobile devices, as well as, on connected TVs (TVs connected to the Internet).

The cost per completed view pricing will generate 6 million completed views.

Tremor

With this video network NHTSA will have pricing based on a cost-per-completed-view, as well as social affinity targeting based on a CPM.

Social affinity targeting is based on reaching young men who watch Adult Swim, CNN, Comedy Central, Discovery, ESPN, FOX, FOX Sports, FX, MLB, MTV, Netflix, NFL, Pandora, Spike, TruTV, Univision and YouTube.

This plan will run on desktop, mobile and connected TVs.

The plan will generate over 10 million impressions and nearly 4 million video completes.

Xbox

Xbox is a major gaming console that users can use to play games, watch videos and even watch television.

The plan for NHTSA will be based on a cost per click to view the video. This plan will generate a total of 5,985,915 impressions.

Pandora
Pandora is an Internet radio provider that is a music streaming provider that streams music based on the users likes using the Music Genome Project.

The NHTSA plan will use audio and video along with a 300x250 banner and 500x500 tile.

This plan will generate 11,900,000 impressions.

Revision3/Discovery Communications
Revision3 produces made-for-the-web television programs that are hosted by on-air personalities. Instead of running the NHTSA spot we have the hosts deliver the message in their own voice and style.

The programs NHTSA will be on are:

- GeekBeat
- The Phillip DeFranco Show
- Phil DeFranco's Vloggity
- Richard Ryan: Tech Assassin
- SourceFed
- SourceFed Nerd
- TekZilla Bites
- Ty's iHelp

This plan will generate over 4.3 million impressions.

Silver Chalice
Silver Chalice is a media company that owns and operates digital sports networks. NHTSA will use Campus Insiders and the ACC digital network.

Campus Insiders is made up of nearly 100 embedded reporters in major campuses across the country. Campus Insiders has digital highlight right across all the major college conferences.

The ACC Digital Network is the official video network of the Atlantic Coast Conference. The network includes daily coverage of ACC schools including Game Highlights, Must See Moments, Full Game Replays, One-on-One Interviews and Special Features.

Custom Content
Custom content produced for and distributed across the Campus Insiders syndication network includes set branding, slogan integration, graphics package, and monitor integration.

Live Reads
Leverage Campus Insiders and ACC Digital Network talent to promote NHTSA key messages such as "Drive Sober or Get Pulled Over".

High-Impact Takeovers
Execute high-impact page takeovers of the Campus Insiders owned / operated colleges sports properties including theacc.com

Measured Media
Aligns NHTSA with premium college sports content

Social Engagement
CampusInsiders and ACC Digital Network will enhance fan experience through social media platforms

This plan will generate over 12,300,000 impressions.

SessionM
SessionM is the mobile platform that incentivizes users to engage with the NHTSA message.

The NHTSA plan will be based on a cost-per-engagement model for engaging with the NHTSA video and a cost-per-click model for clicking on the NHTSA custom display unit.

This plan will generate 230,000 engagements and 90,000 clicks.

Sporting News Media
Sporting News was a magazine for the first 122 years of its existence. It became a digital only property in 2013.

The NHTSA plan will use display to deliver the message and generate 14,800,000 impressions.

In addition Sporting News Media will create an "Invisible Athlete" custom gallery. Building off of the Invisible Cop creative Sporting News will create custom "Invisible Athlete" galleries that play off of the messaging and engage the user.

The custom "Invisible Athlete" gallery execution will feature a key player from a high profile or historic game who is invisible – testing fans knowledge of historic games or the latest news across the sports world.

As the user clicks to the next slide the same image will appear, but with the "invisible athlete" now back in the picture.

A rich media execution will overtake the page and reveal the invisible cop with the tag.

Twitter

The Twitter campaign will use

- Promoted Tweets
- Website Cards
- Video Cards

Targeting types will include

- Interest/@Username
- Keyword
- TV Conversation
- Twitter x TV Advertising

Interest and @Username targeting will focus on Sports, Lifestyle, Auto and Entertainment.

Keyword targeting in timeline will leverage real-time conversations around lifestyle, events and entertainment/gaming.

TV Conversation Targeting will extend NHTSA's TV strategy by following conversations on programming such as Game of Thrones, MLB Baseball, The Walking Dead, etc.

TV AD Targeting will reach people who likely saw the NHTSA spot on TV in order to reinforce the message and add on a layer of engagement.

Website Cards allow users to easily discover interesting content while giving advertisers the ability to drive a higher volume of URL clicks since users are able to preview an image, related context, and a clear call to action in their timeline before tapping.

Video Cards allow the advertiser to track starts/durations and completes. This product is in beta testing, but should launch by the start of the "Drive Sober" campaign.

This plan on Twitter is expected to generate 14 million impressions and 423k engagements.

WWE.com

Custom sponsorships on WWE will include

- WWE Mobile App Second Screen Sponsorship and
- WWE Video Playlist Sponsorship

The WWE will integrate NHTSA into the WWE Mobile App Second Screen during Monday Night Raw with logo branding.

- Sponsored content may include polls, quizzes, photo galleries, videos, etc.
- The Mobile App has over 12MM downloads, approximately 200k-1.5MM interactions during Monday Night Raw

To drive engagement among WWE.com visitors NHTSA will receive sponsorship of a custom WWE video playlist that aligns the Invisible Cop theme within WWE content.

- NHTSA will receive roadblock placements including banners, custom skins and video pre-roll
- Feature will be promoted on the WWE.com homepage with NHTSA logo, as well as co-branded posts and tweets on WWE's Facebook and Twitter pages

In addition to the sponsorships NHTSA will have a homepage takeover with a rich media unit incorporating WWE Superstars within the NHTSA creative. The plan also calls for a cross-platform homepage takeover on desktop and mobile devices. NHTSA will also have cross-platform takeovers of the RAW and Smackdown sections. Includes cross-platform video and display advertising units.

Total impressions generated by this plan will exceed 25 million.

SPANISH LANGUAGE MEDIA CAMPAIGN

As part of the 3rd Quarter buys, we partnered with a Hispanic network to design and execute a culturally and linguistically relevant communications strategy to reach US Hispanic men ages 18-34. This effort will represent 1.6% of the budget.

Radio

- Production of two original radio segments leveraging dramatization creative approaches and emphasis on the campaign slogan: Maneja Tomado y Serás Arrestado. All tags emphasize law enforcement crackdowns on drunk drivers.

- Production of two original radio segments with new campaign celebrity spokespersons recruited for the Q3 campaign: Mexican regional banda/norteño music legends Banda MS and El Dasa.

- Re-broadcast of two existing celebrity segments from the 2013 campaign featuring: Bachata star Henry Santos, and Reggaeton duo Alexis & Fido to attract major attention to the Impaired Driving message and brand, and create greater impact with target 18-34 Hispanic male audiences. Each radio segment features the celebrity spokesperson speaking directly to the audience with offshoots of their most recent hit song, with strong emphasis on the campaign slogan.

- National distribution of radio productions for broadcast on 250+ affiliate radio stations.

- Integration of impaired driving Law Features, live in-show sponsorship mentions, and placement of 60" radio segmentos during commercial air breaks on three weeks – one additional week as an in-kind contribution – of Bienvenidos a America, a national Spanish-language immigration call-in radio show.

Celebrity Spokespersons

- Four Latino music celebrities will serve as campaign spokespersons in national radio segments, attracting major attention and recognition to the Impaired Driving message and brand, creating instant appeal and resonating impact within the target 18-34 male Hispanic market.
    - Banda MS – Mexican regional banda/ norteño music
    - El Dasa – Mexican regional banda/ norteño music
    - Henry Santos – Bachata
    - Alexis & Fido – Reggaeton

- License rights to images and music of the artist's recent hit song most appropriate and currently popular with target less acculturated US Latino male audiences.