



**National Highway Traffic Safety Administration**  
**“Drunk Driving. Over the Limit. Under Arrest.”**  
**Labor Day Campaign**  
**2010**

**Media Execution**

The “Over/Under” campaign will launch on Wednesday August 18<sup>th</sup> and run through to Monday September 6<sup>th</sup> (Labor Day).

The majority of weight will be scheduled to run on a Wednesday to Sunday flight pattern.

Though there are a number of audience segments for this campaign the primary audience remains men 21-34 years old. In addition to this a secondary target of mid-life motorcyclists reaching men 45-64 is included in the execution.

The media plan uses a multi-platform approach using the following mediums –

- Broadcast television
- Cable television
- Radio
- Online

**Television**

Broadcast television continues to be used to create a base of reach against our target audiences. Broadcast partners include ABC, FOX, NBC, Telefutera and Univision.

The programming on these networks is detailed below –

**ABC Sports**

Little League World Series  
College Football

**FOX**

Cops  
America's Most Wanted  
Cleveland  
Family Guy  
Wanda

**NBC Late Night**

Tonight Show  
Poker After Dark  
Saturday Night Live  
Last Call w/Carson Daly

**NBC Sports**

US Amateur Golf  
NFL Pre-Season Pre-Game  
NFL Pre-Season Game (Vikings Vs 49ers)  
Notre Dame Football  
Adventure Series

**Telefutura**

Primetime Novela  
Cine de las Estrellas  
Cinescape  
Cineplex  
Contacto Deportivo Sports Update

**Univision**

Noticiero Univision  
Ultima Hora  
Primetime Novela  
Late Night Novela  
Que Madre Tan Padre  
La Casa de la Risa  
Republica Deportiva Sports Show

Along with the broadcast television we also employ cable television. With a lower absolute cost we are able to use it more in order to increase the overall frequency of the plan.

### **Adult Swim**

Adult Swim is a late night entertainment destination featuring a variety of original animation ranging from smart edgy comedy to intense action adventure. Adult Swim is seen in 98 million households.

### **CMT**

CMT is the #1 country music destination for country music fans featuring the latest in contemporary country music, and can be seen in 90 million households. This network has a high penetration in more rural areas of the country, and also has a high index of pickup truck drivers.

### **CNN**

CNN presents credible, comprehensive and unbiased coverage of events and news around the world. CNN can be seen in 99 million households.

CNN is being used to reach the mid-life motorcyclist with a :15 unit.

Programming includes –

Anderson Cooper 360

American morning

CNN Newsroom

The Situation Room

John King, USA

Campbell Brown

Larry King Live

State of the Union

### **Comedy Central**

Comedy Central is the #1 provider of surprising, cutting edge comedy from today's hottest comedic talent.

Programming includes –

Big Lake – Prime

Early Fringe

Late Night

Prime

South Park

### **Discovery Channel**

Discovery Channel provides documentary programming focused primarily on popular science, technology and history. Discovery channel is being used to reach the mid-life motorcyclist using the :15 unit.

Programming includes –

How Stuff Works

CORE Discovery

Dual Survival

Man Vs Wild

Power Pack

Surviving the Cult

Ultimate Adventure

DSC Signature Series

### **ESPN**

ESPN is the premiere sports network and is a leading network to deliver a number of different audiences. For example, ESPN is one of the top networks for reaching men 18-34, and is also one of the top networks for reaching men 35-64. ESPN can be seen in 99 million households.

Programming includes –

Baseball Tonight

College Football Live

College Game Day

Around the horn

NASCAR: Sprint Atlanta

NFL: Pre-Season

SportsCenter

### **ESPN2**

ESPN2 compliments and extends the ESPN viewing experience.

Programming includes –

Little League World Series

Baseball Tonight

Major League Baseball

CFB:Big 10

SportsNation

1<sup>st</sup> & 10

Best of Mike & Mike

ESPN First Take  
Scott Van Pelt Radio Show  
NASCAR Now  
NNS Montreal 8/30/10  
NFL Films

### **ESPNews**

ESPNews is a sports network that features continuous sports news, highlights, scores, analysis live press conferences and statistics.

NHTSA will run in sports news programming in the morning, day, prime and weekend.

### **FOX Soccer Channel**

FOX Soccer Channel is America's premier destination for the world's game. FOX Soccer Channel offers coverage of live world-class soccer, news and original shows.

The schedule will run ROS throughout the day.

### **FOX Sports Net**

FOX Sports Net is the nation's leading provider of local sports. FOX Sports Net is seen in 80 million households via owned and operated and affiliate networks.

Programming includes –  
Major League Baseball Pre-Game for 24 MLB Teams  
Major League Baseball Post-Game for 24 MLB teams  
Late Fringe  
ROS Sports programming

### **Fuel TV**

Fuel TV is an action sports network whose programming covers the lifestyle and culture of skateboarding, snowboarding, surfing, BMX, Freestyle motocross and wakeboarding.

NHTSA will run in an ROS schedule throughout the day. Fuel TV can be seen in 27 million households.

### **Fuse**

Fuse is a music television network bringing viewers closer to their favorite artists and bands by featuring original series and specials, exclusive interviews, live concerts. Fuse can be seen in 66 million households.

Programming will run in an ROS rotation throughout the day.

## **FX**

FX is the flagship general entertainment basic cable network for FOX. FX can be seen in 95 million households.

Programming includes –

Day ROS

Bernie Mac

Malcolm in the Middle

That 70s Show

Prime Movies

FX Original Encore Showcase

Weekend movies

Back to School Blues Special

## **Galavision**

Galavision is a Spanish language cable network owned by Univision. The network covers 81% of all Hispanic households in the US.

Programming includes –

### **News**

Noticiero con Lolita Ayala

Noticiero con Paola Rojas

Noticiero con J. Doriga

### **Prime**

Derbez en Cuando

XH Derbez

Las Noticias por Adela

Festival del Humor

Fiscales

Expedicion Global

Archivos del Mas Alla

### **Late Night**

Viviana a la Media Noche

Esta Canon con Yordy Rosado

### **Sports**

Noticiero Todo Deportes

Boxeo en Esta Esquina

Mas Deporte

Accion

### **G4**

G4 offers the last word on gaming, technology, animation, interactivity and the “Internet culture” for men 18-34 years old. G4 has become the cultural filter and ambassador to all things relevant to young guys today including: unique Live Event coverage from E3 and ComicCon to CES and Tokyo Game Show, daily viral videos and web culture programming.

G4 can be seen in 65 million households.

Programming includes –

Early Fringe

Prime

Late Night

Weekend

Attack of the Show

Ninja Warrior

X-Play

### **History Channel**

History is a leading destination for revealing, award-winning original non-fiction series and event-driven specials that connect history with viewers in an informative, immersive and entertaining manner. Programming covers a diverse variety of historical genres ranging from military history to contemporary history, technology to natural history, as well as science, archaeology and pop culture. History can be seen in 98 million households.

Programming includes –

Hardcore History

Pawn Stars

Modern Marvels Essentials

Gangland

Time Machine

Ice Road Truckers

Time Machine

Everyday History

Tech It To The Max

Modern Marvels

History International

History Zone

### **MTV/MTV2**

MTV is the dynamic, vibrant experiment at the intersection of music, creativity and youth culture. For over 27 years MTV has evolved, and challenged the norm, and detonated boundaries – giving each new generation a creative outlet and voice that entertains, informs and unites.

Programming on MTV and MTV2 will run on male oriented programming through the day.

### **NFL Network**

The NFL Network is owned and operated by the National football League, and was launched in November of 2003.

Programming includes –

Weekday Day total Access

Weekend Day Pre-Season game

Weekday Day Pre-Season game

Fringe Pre-Season game

Prime Total Access Premiere

Pre-Season Game Live

Prime Pre-Season game

Late Night total Access

Late Night Pre-Season game

Overnight Total Access

Overnight Pre-Season game

### **Outdoor Channel**

The Outdoor Channel is America's leader in outdoor television. Featuring the most respected names in the outdoor entertainment industry, the network offers a unique blend of programs that are as educational as they are entertaining.

Programming will run ROS throughout the day.

### **Spike**

Spike is dedicated to the things men want. The brand speaks to the bold, adventuresome side of men with action packed entertainment, including a mix of comedy, blockbuster movies, sports, innovative originals and live events. Popular shows

like The Ultimate fighter, and Pros vs Joes, plus movies guys love, position Spike as the leader in entertainment for men.

Programming includes –

Daytime

Early Fringe

Entourage Encore Prime

Game Trailer Late Night

Late Night

Prime

Pros vs Joes

Sat/Sun Entertainment

UFC Greatest Moments Weekend

UFC Unleashed Prime

### **Speed**

Speed covers NASCAR, and its stories, more than any other network. Speed Entertainment and Lifestyle programming is designed to feed the raw emotions that define young men by delivering high stakes, edgy characters and human drama.

Speed can be seen in 78 million households.

Programming includes –

NASCAR Live Races

Sprint Cup Practice Premiere

Sprint Cup Final Practice Premiere

Sprint Cup Relay

Nationwide Series Practice

Camping World Truck Series

Shoulder Programming

NASCAR Raceday

Trackside Premiere

Magazine

Unique Whips

Pinks All Out

Other

Monster Jam

Prime ROS

Speed Engine Block ROS

Weekend Racing ROS

## **truTV**

truTV is the destination for real-life stories told from an exciting and dramatic first-person perspective. truTV features high-stakes, action-packed originals that give viewers access to places and situations they can't normally experience. truTV can be seen in 92 million households.

Programming includes –

Weekend

Action Evenings

Tru Action

Prime Investigations

Saturday Night Solution

Black gold

TSG Presents

Operation Repo

## **TBS**

TBS is the leading destination for comedy – whatever your sense of humor. TBS's lineup includes several original series as well as the proven foundation with program such as The Office, Family Guy and My Name is Earl.

TBS can be seen in 100 million households.

Programming includes –

Daytime

Comedy Block

Family Guy Prime

Limited Commercial Movie

Late Comedies

Late

Moonlight Theater

## **USA**

USA, through original programs, quality series and box-office favorites creates a connection with their audience. USA can be seen in 99 million households.

Programming includes –

SVU L&O Marathon

Overnight ROS

WWE RAW

### **Versus**

Versus celebrates real competition and is the national cable home of the National Hockey League, the Stanley Cup Playoffs and the IZOD Indy Car Series as well as best-in-class events such as The Tour de France, the Professional Bull Riders, World Extreme Cagefighting and Professional Boxing.

Programming includes –

Primetime ROS

Late Night ROS

Weekend ROS

Professional Bull riding

WEC Encore

WEC WreckCage

### **Online**

The online portion of the plan will come in at just over \$2.1MM and will account for 16.6% of the total media budget.

The publishers being used are those that reach our audience of young men 18-34 years old. A number of genres will be used to reach these young men. They are –

- Internet Networks (AdBrite, Tidal TV, VideoEgg)
- Web Television (Blip.TV, Revision3)
- User Generated Content (Break.com)
- Sports (CBSSports.com, ESPN.com, FOXSports.com, MLB.com, NBCSports.com)
- Social Media (Examiner.com)
- Portals (MSN, Yahoo!)
- Gaming (GameSpot, IGN, Massive)
- Long Form Video (Hulu)

- Network Sites (NBC.com, OutdoorChannel.com)
- Music (Pandora)

#### AdBrite

AdBrite is an internet network, but is also an ad exchange. The inventory sold is auction based. AdBrite reaches 90MM unique visitors with 100M sites in its network.

We have started the auction at \$8 CPM for video and between a \$1 and a \$1.50 CPM for banners. We anticipate final auction prices to be even lower than this.

The plan will utilize :15 preroll as well as banners.

Total impressions will be 291,000,000.

#### Blip.TV

Blip.TV is a web television distributor of original web content. Our Blip.TV custom content vertical will consist of Blip.TV shows in the Gaming, Sports, Music, Movies, Entertainment and Technology categories.

The ad unit is a custom expandable overlay created by Blip.TV which assumes any and all production fees.

When we last used Blip.TV the CTR was just over 1.3%. This is a very high click-through.

Total impressions generated will be 3,541,666.

#### Break.com

Break.com is a humor site that primarily features user generated comedy videos. The Break Media Network reaches over 17MM unique visitors with Break.com reaching about 2MM unique visitors.

The Break.com plan will include heavy video execution due to its high click-through rate (CTR)

- Homepage Takeover for 3 days
- Video across the Break Media Network – 17MM unique visitors

The plan will deliver 34,276,710 impressions.

#### CBSSports.com

CBSSports.com is considered one of the top sports websites along with ESPN.com. It provides coverage of the National Football League, Major League Baseball, National Basketball Association, National Hockey League and NCAA sports.

CBSSports.com has 2MM unique visitors monthly to its site. The campaign will focus on the MLB and NFL sections. We will be using :15 video as well as a custom video skin. This is the kind of unit that has done incredibly well on NBC.com.

We are also looking at a rich media unit that will have the cockroaches from Creep Chase crawl off of the ad and around the page. Should be very cool.

Total impressions will be 7,687,500.

### ESPN.com

ESPN.com is the official site of ESPN. The site reaches over 16% of the online universe with over 5.5MM unique visitors.

The NHTSA plan will use -

- :15 video
- Expanding in-banner video for 728x90 and 300x250 banners
- :05 billboards with voice-over
- Focused on NFL and College football content
- Trend Setter targeting – Men 18-34, tech savvy, active in local social scene

The plan will deliver 15,093,556 impressions.

### Examiner.com

Examiners, who are experts on specific topics, align themselves with brand messaging and objectives. Examiners create engaging, high impact, targeted and viral custom content in a brand safe environment.

We're looking to Examiner.com to create online and offline program buzz. Examiner is positioned to deliver the "Over/Under" message nationally and contextually via its proprietary combination of national reach, targeted local markets and a wealth of Neighborhood, Food & Drink, Arts & Entertainment and Bars & Clubs topical content.

This will be done via –

1770 Examiners writing on Arts & Entertainment  
183 writing on Bars & Clubs  
543 writing on Food & Drink topics  
365 writing on Neighborhoods

### GameSpot

GameSpot is a video gaming website that provides news, reviews, previews, downloads and other information of interest to gamers. GameSpot is one of the 200 highest trafficked websites according to Alexa.

We will run the 300x250 rectangle banner and will produce 4,500,000 impressions.

### Hulu

Hulu is a website offering commercial-supported streaming video of TV shows and movies from NBC, FOX, ABC and many other networks and studios.

We purchase Hulu via one of its major partners, FOX. In this way we focus our activity on younger skewing FOX properties.

Hulu reaches just over 15% of the online universe.

- :15 video
- Branded Slate at the beginning of the program

The plan will deliver 2,002,298 impressions.

### IGN

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

The plan will include:

- IGN Fall TV Preview
- IGN's YouTube channel
- Custom creative and roadblocks

The plan will deliver 12,375,571 impressions.

### Massive

Massive allows game developers to place advertising with in video games to be streamed when the game is played.

Some of the games we'll be on are –

- Splinter Cell
- Fight Night 4
- Madden 10
- MLB 2K10
- NBA Live 10

- Smackdown Vs. RAW
- Tony Hawk Ride
- Guitar Hero

The plan will deliver 7,555,556 impressions.

#### MLB.com

MLB.com is the official site of Major League Baseball.

We began using this site during the “Click It” campaign this year.

MLB.com reaches 1.1MM unique visitors.

The plan will use the following assets –

- :15 video
- 300x250 banner
- 728x90 banner
- 600x400 Interstitial

The plan will deliver 8,870,000 impressions.

#### MSN

MSN is a collection of internet sites and services provided by MicroSoft. The portal reaches over 17MM unique visitors.

All advertising is demo targeted to men 18-34 years old.

300x250 banners will run within the following content –

- Entertainment
- Games
- Social

The plan will deliver 10,510,294.

#### NBC/NBCSports.com

NBC.com and NBCSports.com are the official websites for the National Broadcasting Company.

We have used NBC.com for quite some time, and will be adding NBCSports.com to the mix. Via NBC.com we have had one of the highest performing units in terms of CTR with the branded canvas.

NBC.com enjoys 2MM unique visitors, with NBCSports.com having about 700M UV.

The plans will include –

- Long and Short form male program cluster mix :15 video
- 300x250 banner
- 728x90 banner
- NFL Season Preview :15 video
- NBCSports Home Page roadblocks – 3 days

The plan will deliver 12,045,116 impressions.

### OutdoorChannel.com

OutdoorChannel.com is the official website of The Outdoor Channel. The website is a specialty site focusing on the outdoors.

This site is part of a bundled deal with The Outdoor Channel.

The majority of activity will be on the homepage including –

- Homepage roadblocks
- 879x40
- 300x250
- 728x90
- :15 video

The plan will deliver 575,700 impressions.

### Pandora

Pandora is an automated music recommendation service. Users enter a song or artist that they enjoy, and the service responds by playing selections that are musically similar. Users provide feedback on approval or disapproval of individual songs.

Pandora has 50 million registered users and has 13 million monthly unique visitors.

Our advertising will take a number of forms.

Homepage targeted :15 autoplay video: Men 18-34 will receive a :15 video that is served upon station change. The video is served with a clickable in-tuner tile, custom skin and companion banner.

Homepage targeted :15 audio ad: Men 18-34 will receive a :15 audio message about the “Over/Under” campaign. The audio message is served with a clickable in-tuner tile, custom skin and companion banner.

Interactive Thumbs Up/Thumbs Down targeting: Homepage targeted custom skins with custom companion banner will be served when a listener Thumbs Up or Thumbs Down a new song.

Total impressions will be 15,240,501.

### Revision3

Revision3 is an Internet television network that creates, produces and distributes web television shows on niche topics.

The shows are distributed through a wide range of platforms and distribution partners including Break.com, CNET TV, iTunes, BitTorrent, YouTube, TiVo and Zune.

The NHTSA “Over/Under” message will be delivered by program hosts, rather than by playing the commercial.

Our program portfolio continues to increase as we deliver our message via an ever increasing number of niche programs.

Our program schedule includes the following –

- Diggnation (2 episodes)
- TRS (2 episodes)
- Tekzilla (1 episode)
- AppJudgement (2 episodes)
- Tekzille Daileis (5 episodes)
- Film Riot (2 episodes)
- ByteJacker (2 episodes)
- GeekBeat (1 episode)
- Scam School (2 episodes)
- Digg Reel (3 episodes)
- iFanboy (2 episodes)
- Hak5 (1 episode)
- Penn Point (1 episode)
- Food Mob (2 episodes)

This plan will generate 2,870,000 impressions.

### TidalTV

TidalTV is an internet network that focuses on video content.

TidalTV will create a customized site list that best meets our objectives. All of the creative that will run will be our :15 video.

Genres that have performed well in the past based on CTR are Entertainment, Gaming and Sports.

The plan will deliver 12,277,778 impressions.

### VideoEgg

VideoEgg is an online advertising network that is comprised of over 200 social, video and gaming sites reaching over 80 million unique online users and more than one billion page impressions monthly.

The VideoEgg user experience is based on AdFrames. By using AdFrames NHTSA is paying for engagement with the Creep Show video only, not by impressions. Here's how it will work –

1. The NHTSA Invitation. This clickable banner ad will link to the AdFrames with the Creep Show videos. If nobody clicks NHTSA does not pay anything.
2. The 3-2-1 Countdown. Deliberate (mouse rolling over banner ad) user interaction with the invitation begins a branded countdown by a visual 3-2-1 countdown.
3. NHTSA Custom Takeover. The screen takeover will open with the Creep Show videos.
4. Sharing the Message. Users can share the ad on Facebook, Myspace, Twitter and email.

At a price of \$0.89 per engagement NHTSA is guaranteed 112,359 engagements. Though impressions are not how this plan will be monetized the estimate of total impressions is 11,235,900.

### Yahoo!

Yahoo! is a major online portal providing internet services worldwide and reaching over 26MM unique visitors in the US.

The most popular internet services for young men that we will advertise on are -

- Y! Mail
- Y! Messenger
- Y! Games
- Y! Frontpage
- Y! Sports
- Y! News

We will use –

- :15 video
- 300x250
- 728x90
- 160x600
- 425x600 Interstitial

Plan is to deliver 21,488,999 impressions

### **Radio**

Network radio is used to increase the reach of the “Over the Limit, Under Arrest” campaign, while also generating higher levels of frequency. The network radio portion of the plan will account for \$1,572,500, or 12.1%, 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
- Online Radio

### **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
- Major League Baseball
- 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

### **Sirius/XM Satellite Radio**

Sirius/XM is the country's only satellite radio provider, and has over 20 million subscribers, which was increased by 1.1 million over 2009.

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

- News (Fox News, CNN)
- Sports:
  - ESPN Radio
  - NASCAR Radio
  - NFL Radio
- Blue Collar Comedy Channel

### **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

### **American Urban Radio Network**

The American Urban Radio Network (AURN) is the #1 Urban radio network in the country, reaching over 20 million African Americans a week throughout the country. AURN has over 300 station affiliates throughout the country.

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

- AURN Pinnacle Network: Russ Parr Show, American Urban News
- STRZ Weekend Network: Russ Parr Weekend Show, Bobby Jones Countdown

