



2025 Click It or Ticket Campaign

Media Buy Summary

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1.0 Executive Summary

The National Highway Traffic Safety Administration's (NHTSA) 2025 Click It or Ticket (CIOT) campaign is a national high-visibility enforcement (HVE) effort encouraging seat belt use. The campaign reinforces the increased nationwide seat belt law enforcement efforts by encouraging drivers and passengers to wear seat belts anytime they drive or ride in a vehicle.

The campaign targets men 18 to 34 years old, a demographic identified by NHTSA's Fatality Analysis Reporting System (FARS) as the most likely to be involved in an unbelted fatal crash. To best reach this audience and encourage seat belt use, NHTSA will implement an omnichannel paid media strategy outlined in the 2025 Annual Media Work Plan.

NHTSA's omnichannel strategy includes video, audio, out-of-home (OOH), digital display and paid social media, which aligns with the media consumption of young men. It is supported by 27 media vendors that have demonstrated proficiency in reaching the target audience across these channels with tactics that leverage their passion points. This strategy is pivotal in reaching NHTSA's target audience because it ensures consistent, cohesive messaging and increases the chance of higher reach and engagement where the audience regularly consumes media. Media vendors are striking a balance between efficient, high-reach tactics and high-quality content to meet reach, frequency and engagement goals.

The 2025 CIOT campaign runs for three weeks, beginning Monday, May 12, through Sunday, June 1, 2025. This media buy summary provides an overview of each of the specific media vendors for the 2025 CIOT campaign alongside the selected paid media channels and tactics that will be activated to reach the target audience.

State-level campaign extension opportunities are available for reference in Section 6.0 for state departments of transportation (SDOTs) and state highway safety offices (SHSOs) that may wish to develop their media plans during the HVE period or adapt tactics and approaches for their campaigns.

2.0 Campaign at a Glance

2.1 Planned Campaign Assets

Campaign materials are available at TrafficSafetyMarketing.gov.

Figure 1: Campaign Assets

| Language | Asset Title | Types/Lengths | Additional Assets |
|----------|--------------|--|---|
| English | Two Guys | Video (:30s, :15s and :06s) Audio (:30 audio spot and live reads copy :05, :10, :15, :30 and :60) | Web banners (available in standard sizes) |
| Spanish | Dos Segundos | | |

2.2 Advertising Period

National paid advertising will start Monday, May 12, and run through Sunday, June 1, 2025.

2.3 Working Media Budget

The total budget for the 2025 CIOT campaign is \$11.9 million.

2.4 Target Audience

The target audience is 18- to 34-year-old males. The demographics of the target audience are broad, and the media plan will strive to balance delivery to all portions of the audience.

2.5 Geography

While this is a national media buy, there will be a geotargeted heavy-up in states with higher unrestrained fatalities at or above the national average based on known use (50%). There are seat belt laws for adults in the front driver or passenger seat in every state and territory except New Hampshire.*

The following states and the District of Columbia are included in the geotargeted heavy-up.

Figure 2: States With Unrestrained Fatalities at or Above the National Average Based on Known Use in 2022

| State | Percent Unrestrained Based on Known Use |
|----------------------|---|
| Alabama | 56% |
| Arizona | 53% |
| Arkansas | 54% |
| Colorado | 51% |
| District of Columbia | 57% |
| Georgia | 53% |
| Idaho | 61% |
| Kansas | 55% |
| Kentucky | 52% |
| Louisiana | 58% |
| Maine | 53% |
| Maryland | 50% |
| Massachusetts | 59% |
| Missouri | 60% |
| Montana | 62% |
| Nebraska | 60% |
| New Hampshire* | 68% |
| New Mexico | 55% |
| North Dakota | 76% |
| Ohio | 57% |
| Oklahoma | 53% |
| Pennsylvania | 56% |
| Rhode Island | 58% |
| South Carolina | 57% |
| South Dakota | 60% |
| Tennessee | 54% |
| Utah | 52% |
| Vermont | 60% |
| Virginia | 56% |
| West Virginia | 60% |
| Wyoming | 71% |

Source: NHTSA FARS 2022

3.0 Media Goals and Strategy

HVE combined with high doses of paid media will likely change risky driving behavior. The goal is to quickly build reach and frequency, ensuring the target audience is exposed to NHTSA's message three to five times over the three-week campaign. Campaign optimization will focus on delivering high-quality impressions and meaningful engagement to ensure the message resonates with the audience.

3.1 Channel Overview

NHTSA will activate an omnichannel paid media strategy consisting of video, audio, OOH, digital display and paid social media with selected media vendors based on the target audience's media consumption habits outlined in the 2025 NHTSA Annual Media Work Plan.

- **Video**—Video encompasses media placements that use video creative and can run on linear (traditional) TV, connected TV (CTV)/over-the-top (OTT) or online video (OLV) tactics, including mobile video. Since the target audience watches video across multiple platforms, these tactics are planned holistically to consider the viewer's journey with the messaging across platforms. The success of linear TV will be measured by reach and frequency. CTV/OTT and digital video tactics will be evaluated by view-through rate (VTR) and video completion rate (VCR).
- **Audio**—Audio encompasses media placements that include audio creative across terrestrial radio, digital audio (streaming) and podcasts. Since the target audience listens on traditional and digital audio platforms, these tactics are also planned holistically to consider the listener's journey with the messaging across platforms. The success of terrestrial radio and podcasts will be measured by reach and frequency. Digital audio success will be evaluated by listen-through rate (LTR) and click-through rate (CTR) on audio companion banners.
- **Out-of-Home**—Out-of-home advertising (OOH) is a form of advertising that people see as they go about their day outside their homes. Traditionally, this includes billboards, bus shelters, benches, restaurants, gas stations, grocery stores, stadiums and everything in between. The success of these placements is measured by reach and impressions.
- **Digital Display**—Digital display media consists of image ads rendered on websites and apps to reach users across the web. These ads can appear in standard sizes or larger formats with rich media features. Display ad engagement is measured by CTR and, in the case of rich media, by the engagement rate (ER).
- **Paid Social Media**—Paid social media is comprised of visual and video ads on key social networks as users scroll through their feeds and other content. The success of paid social media will be measured by VCR, VTR and ER for video creative and CTR for display.

3.2 Media Vendor Selection Strategy

As referenced in the 2025 NHTSA Annual Media Work Plan, among 18- to 34-year-old men, four areas emerge as key passion points for campaign engagement: sports, fashion, online experiences and gaming, and music and film. Each area reaches the target audience differently, providing strong platforms to connect safety messaging to the audience.

Media vendors are selected based on the ability to activate nationally across one or more of the identified channels and the capability to reach the full breadth of the target age group for both primary and secondary audiences. Media vendors must also demonstrate proficiency in activating tactics that engage with the target audience within the key passion point areas effectively and efficiently.

4.0 Selected Media Vendors

The 2025 CIOT national media plan includes the media vendors listed below. Because NHTSA is activating an omnichannel paid media strategy, some vendors are activated across multiple channels to maximize reach and ensure optimal message penetration.

Figure 3: Media Vendor Channel Mix and Measurement Benchmarks

| Channel | KPI Goals | Vendors |
|--------------|--|---|
| Video | Linear TV—Reach and Frequency OLV and CTV/OTT—VTR: 35%+ VCR: 80%+ | AdTheorent AmperSand AURN Canela.TV Fandom IGN Live Nation MobileFuse Music Audience Exchange My Code Relevant+ Sinclair Telemundo Twitch Unanimo Deportes Univision Venatus YouTube |
| Audio | Terrestrial Radio—Reach and Frequency Digital Audio—LTR: 85%+ CTR: .05%+ | AdTheorent AIRE Radio Networks AURN Compass Media Entravision Sinclair Unanimo Deportes Univision |
| OOH | Reach and Frequency | AllOver Media Live Nation Outdoor Nation Van Wagner |

| Channel | KPI Goals | Vendors |
|--------------------------|---|---|
| Digital Display | CTR: .14%+ | AdTheorent Canela.TV Fandom IGN Live Nation MobileFuse Mundial Media My Code Sinclair Twitch Unanimo Deportes |
| Paid Social Media | CTR: .10%+ VTR: 30%–40% ER: .50–15% | AURN Compass Media Fandom IGN Live Nation Meta Music Audience Exchange Relevant+ Sinclair Spotter |

Additional tactical details for each media vendor are provided in alphabetical order.

AdTheorent—General Market

AdTheorent’s cross-channel reach targets 18- to 34-year-old males where and when they are most receptive to brand messaging. The combination of precision targeting based on behavior, interests and location, along with mobile-first, high-engagement ad formats, aligns well with the media consumption habits and preferences of the demographic.

AdTheorent’s proprietary machine-learning platform analyzes data and predicts engagement outcomes, like video views or clicks. Using custom-built models, it targets audiences based on their interests and assigns a predictive score to each impression. A predictive score is the likelihood an impression will lead to a successful campaign outcome and encourage behavioral change.

Video

Using AdTheorent’s machine-learning powered OLV, the brand campaign ad will reach consumers across all devices where they are most likely to watch through 20 different digital ad exchanges. Predictive targeting will contextually target the campaign demographic across affinities such as sports, gadgets and gaming, health and road trip travel.

Audio

AdTheorent’s digital audio integration with SiriusXM, Spotify, SoundCloud, Triton Digital, Cumulus Media, Targetspot, Entercom and TuneIn will contextually target men 18 to 34 years old across similar affinities and feature the brand campaign ad.

Digital Display

AdTheorent will create and deploy multiple digital display units, including a new rich media unit and a high-impact interstitial unit. Based on 2024 CIOT campaign performance, custom rich media units drove high engagement, with users spending an average time of 8.23 seconds interacting with the message. Standard digital display banner ads will reach those with the highest likelihood of engaging with NHTSA, with 16% added value impressions against standard banner ads included as part of the digital display plan.

AIRE Radio Network—Spanish-Language Market

AIRE Radio Networks is one of the primary Spanish-language radio networks with many highly rated stations nationwide. The network reaches over 25 million people weekly across 250 affiliates and is the second-largest network in total impressions for Spanish-speaking audiences 18 to 34 years old. AIRE’s multimedia platform offers a range of content, including live radio, podcasts and digital streaming, focusing on lifestyle, sports and entertainment, which resonates with the campaign’s Spanish-speaking target audience.

Audio

The :30 brand campaign ad will run alongside popular terrestrial radio programming, including MEGA, one of the most popular and influential Spanish-language radio stations in the country, featuring Latin pop music, Prime Family Saturday and Sunday multigenerational cultural content, and “The El Terri Show,” which combines humor, pop culture, music and cultural content, making it a well-liked show among the campaign demographic. The audio plan will also leverage multiple data-driven targeting solutions offered by AIRE, including the Advantage Network, AIRE Select, AIRE Select 2, the Impacto Network and Reach, which will allow NHTSA to reach and engage with the target audience in a culturally relevant and highly targeted way.

AlOver Media—General Market (NEW)

AlOver Media is the largest multi-platform OOH company in the United States. It focuses on nontraditional advertising in locations where people are on the move, including gas stations, convenience stores, restaurants, bars and public transit stations. By placing ads in environments where this audience frequents, AlOver Media can specifically target the 18- to 34-year-old male demographic. Its data-driven capabilities also allow targeting by geography and lifestyle affinities.

OOH

Digital OOH units using the brand campaign assets will be strategically placed at convenience stores, gas pumps and in-store kiosks like key-making centers. Convenience locations include popular names like 7-Eleven, Chevron, Fast Stop, Murphy’s, Shell, Speedway and more. AlOver Media will also leverage digital retargeting from locations to increase the frequency of the Click It or Ticket message during the campaign flight. This includes targeting the demographic in the identified heavy-up geographies that have a higher incidence of unrestrained fatalities.

Ampersand—General and Spanish-Language Markets

Ampersand is a data-driven media and advertising technology vendor specializing in advanced TV and cross-channel platforms. Ampersand strongly focuses on addressable TV, enabling NHTSA to deliver targeted, personalized TV ads based on campaign demographics and target audience interests. With the ability to run campaigns across linear TV, CTV and digital channels, Ampersand reaches 80 million households across 200+ designated market areas (DMAs) and 165+ networks. It also offers audience-based buying and automation through a single interface that supports local and national cable TV buying across Cox, Spectrum and Comcast as well as smaller cable entities.

Video

The general market Ampersand plan will include linear TV and CTV programming buys featuring the :15 and :30 campaign brand ads. Linear TV will run across networks that over-index for the target audience, including BET, Comedy Central, ESPN, FX and MTV. CTV will run cross-device and across targeted programming and networks that over-index for the target audience as well as live sports inventory. Added value will be provided in the form of :15 or :30 bonus ads airing in additional programming as well as promotional taggables that air in conjunction with the paid schedule.

Ampersand will supplement the Spanish-language linear TV programming buys and integrations by reaching additional premium CTV networks programmatically, such as ESPN Deportes, Galavisión and more.

AURN—General Market

AURN is the number one Nielsen-rated national audio network specializing in urban adult contemporary programming and news content. Through its focus on music, sports, pop culture and digital gaming media, AURN effectively reaches the younger male demographic.

Video

Using visual audio technology with apps in categories such as sports, gaming, entertainment and news, AURN will deliver the :15 and :30 video brand campaign ad to the target audience to drive VCR, LTR and CTR.

Audio

The audio plan will utilize the :30 brand campaign ad as well as produced live reads across AURN's terrestrial radio networks, including Pinnacle, Epic, Personality, Majestic and Regal Networks. Syndicated personalities include "Ebro in the Morning," "Streetz Morning Takeover," "Café Mocha" and "Most Requested Live with Romeo."

Canela.TV—Spanish-Language Market

Canela.TV is the first addressable video-on-demand (AVOD) platform for Spanish-speaking audiences in the United States. It curates a large mix of Spanish-language video content from multiple countries and various genres. With a focus on men who primarily speak and consume Spanish media at home, NHTSA will have a presence within authentic Spanish-language content that is not currently available via linear TV vendors. In addition, leveraging first-party targeting of those who have watched specific programs and content on Canela.TV ensures better accuracy and reach of the target across OLV. Additionally, Canela.TV's exclusive audience can be difficult to reach elsewhere, with 70% not watching Spanish-language broadcasts and at least 50% only reachable via Canela.TV.

Video

Utilizing a mix of :15 and :30 non-skippable pre-roll and mid-roll videos, NHTSA's branded ad units will be contextually aligned with programs that skew toward the target audience's affinities, including sports, music, lifestyle, gaming, action and comedy. The videos will run across owned-and-operated and exclusive to Canela.TV's Spanish-language inventory.

Digital Display

Delivering as added value, the Canela.TV plan will include standard digital display mobile and desktop banner ads that are contextually aligned with websites that skew toward the target audience's affinities.

Compass Media—General Market

Compass Media's portfolio includes well-branded audio programs broadcast on thousands of radio stations and emerging digital platforms, reaching millions of listeners daily. Its syndicated radio programming focused on sports, music, pop culture and lifestyle content is highly relevant to the campaign's target audience.

Audio

Compass Media will activate :15 and :30 live reads and produce custom vignettes across syndicated shows, its exclusive ABC Audio Music Network, its NHTSA CIOT audience-targeted Weekday and Weekend Networks—custom-designed networks which skew heavily toward the male target audience—and during MLB live play-by-play game coverage. As added value, bonus :15 and :30 live reads will run across various shows and networks.

Syndicated network shows include:

- **"The Greg Beharrell Show"**—Greg Beharrell is a rare and unique talent who creates a wide range of fantastic, comedic content that cuts through and gets noticed on-air and online.
- **"The Big D and Bubba Show"**—Country radio's first successful nationally syndicated morning show with access to top country artists and national celebrities, performing live in the studio or featured at events such as the Annual Country Radio Seminar in Nashville, CMA Fest, CMA Red Carpet and live on-air shows.

- **“The Anna & Raven Show”**—Leading listeners through all the relationships in their lives every day, Anna and Raven discuss office politics, trouble with kids and living life all through their unique humor and, often, crazy viewpoints. The show guides listeners through the wild world of parenting, relationships and pop culture with memorable and listener-driven benchmark segments such as “Couples Court.”
- **“The Free Beer and Hot Wings Morning Show”**—This show offers five hours of live and compelling morning drive entertainment programming. “Funny, relatable and honest” are often the words that listeners use to describe the show. Broadcasting from WGRD-FM studios in Grand Rapids, “The Free Beer and Hot Wings Morning Show” celebrates over 15 years on the air and is heard nationwide in a growing number of markets, including Albany and Nashville.
- **ABC Audio**—Good Morning America’s (GMA) Ginger Zee, will record an audio and social video vignette written and produced in collaboration with NHTSA to discuss the importance of seat belt safety as added value. The audio vignettes will run across the national ABC network and the social video will be posted on GMA’s social channels, creating added national reach. It will accompany weather, fashion, lifestyle and fitness-related content.

Paid Social Media

As added value, Compass Media will amplify campaign messaging across social media using its syndicated shows’ on-air talent.

Entravision—Spanish-Language Market

Entravision is a key media vendor that reaches the target audience of 18- to 34-year-old males. Its broad reach across linear TV, audio and digital platforms makes it particularly effective in reaching the Spanish-speaking demographic, which often consumes media through multiple touchpoints. Entravision’s programming, which includes sports, music, news and entertainment content, also resonates strongly with young males.

Entravision’s terrestrial and streaming audiences grew by more than 73% between 2021 and 2024, thanks to a jump in digital audio usage that has more than doubled compared to three years ago. Entravision’s broadcast radio usage also grew by 63% in the same period.

Audio

The Entravision plan will feature the :30 brand campaign ad across a terrestrial radio and streaming audio schedule. It will be supplemented with a high-frequency audio schedule of two new custom :30 vignettes in a series called “Orgullosamente Fanáticos: Golden Moments.” Those in the target audience who were exposed to custom audio vignettes during the 2024 CIOT campaign flight were seven times more likely to recall the campaign message in comparison to standard benchmarks.

Soccer continues to capture the attention of the Spanish-speaking male target audience. These vignettes will touch on the big and little moments in a soccer match that can make a difference between winning and losing—just like the two-second golden moment of putting on a seat belt can be the difference of a day: from one of consequences and possibly tragedy to one of safety and winning.

Fandom—General Market

Fandom is an entertainment and media company focused on fan-centric content, communities and digital experiences covering gaming, movies, TV shows, anime, comics and sports. Fandom resonates strongly with the 18- to 34-year-old male target audience because it taps into their passion for pop culture, gaming and entertainment while offering a platform for community engagement, creative expression and deep dives into the content they love. Fandom’s custom creative for the 2024 CIOT campaign outperformed all benchmarks and drove significant engagement within niche target audience communities.

The 2025 Fandom plan will leverage a new multi-tactic, social-first, influencer-led campaign that encourages young male drivers to buckle up by comparing fastening a seat belt to saving progress in a video game. The “Ride Along: Save Your Progress” custom content integration uses relatable gaming metaphors to connect with the target audience and creatively and engagingly reinforce the CIOT message. Along the way, there will be integrations of ways to show that, in a video game, you can stop and save your progress and save your “life in the game,” but in reality—or real life—if you don’t buckle up, there’s no “stop and save your progress.”

An influencer will film a “day in the life” vlog that includes relatable stops (e.g., shopping at a gaming store, heading to see “Karate Kid: Legends,” etc.). Each stop begins with the influencer stepping out of the car to start an activity and ends with them buckling their seat belt as they re-enter the car, using the action to compare buckling up to saving progress in a game.

Video

The influencer-led custom vlog-style video will be delivered to the target audience across Fandom.com and GameSpot.com. This includes a cross-platform rotational video takeover as well as rotational, non-skippable video pre-roll.

Digital Display

Standard cross-device digital display banner ads, including custom sticky and adhesion desktop and mobile units, will drive reach across Fandom owned-and-operated sites where the target audience is consuming the latest trending entertainment and gaming content.

Paid Social Media

The video will be further promoted across Fandom’s and GameSpot’s social media channels as well as the influencer’s Instagram as both posts and stories.

IGN—General Market

IGN is an authoritative voice in mainstream gaming and entertainment and has an extensive audience that spans 36 different platforms with a potential reach of 76.9 million gamers ages 18 to 34 years old. With IGN's scale, NHTSA's messaging will reach its intended audience across its preferred platforms while aligning with a primary passion—gaming.

The IGN plan will build awareness among young male drivers to buckle up via a multi-tactic approach centered on tapping into Gen Z's absurdist humor and increasing interest in "retro" video games. An original video series will spotlight some of the wildest and weirdest video games that fans have likely never heard of. From the PlayStation life-sim with romancing house cats that sing Billy Joel and Madonna songs (Jingle Cats) to the Wii action title with bodybuilders smashing through walls of houses to reclaim their stolen protein powder (Muscle March), the sense of unpredictability and shenanigans will set up a custom ad read for NHTSA in the middle of each episode, reminding viewers that they never know what's around the next corner, so the best way to stay safe for the road ahead is to buckle their seat belt.

Video

The original video series will include three two- to three-minute-long videos with three :15 to :30 cuts to run as cross-device pre-roll and owned-and-operated run-of-network pre-roll on IGN.com and IGN's YouTube channels, including YouTube Shorts.

Digital Display

A quickslider rotating roadblock will leverage IGN's video-centric, high-impact ad unit that pins to the very top of the page from end-to-end horizontally to drive awareness of the campaign message. As added value, standard mobile and desktop digital display banner ads will be included to boost reach and efficiency.

Paid Social Media

Socially optimized vertical video cut downs will extend the video series messaging across the daily feeds of IGN's Facebook and Instagram social followers.

Live Nation—General Market

Live Nation is one of the leading live entertainment companies that works with artists to bring their creativity to life on stage and extend cross-channel. Live Nation has a broad reach with the world's largest fan database and social media properties, including millions of addressable fans that amplify messaging beyond live events. Proprietary data will allow NHTSA to reach and target 5.7 million fans in the campaign target audience based on their interests and can focus on quality engagement, not solely reach, to drive measurable results.

Video

Live Nation will place the “Two Guys: Concert Edition” video created for the 2024 CIOT campaign as pre-roll ads across the Live Nation Extension Network, Live Nation-operated YouTube music channels and SetList.fm to drive awareness, content views and engagement among the target audience using the campaign brand ad. The Live Nation Extension Network will contextually target 18- to 34-year-old males who are ticket browsers and purchasers who over-index for sports, music and gaming.

OOH

Leveraging the :10 and :15 “Two Guys: Concert Edition” video, Live Nation will integrate the ad into the live music experience with digital video placements on screens at amphitheaters, clubs and theaters across the country. The premium, non-audio video will play in a loop before concerts, between sets on screens flanking venue stages and in high-traffic, extended dwell time areas, such as concessions or merchandise stands. Loops are 30 minutes long, run two to three times per show and will show at events that over-index for the campaign demographic with heavy-up placements in the geotargeted states with higher unrestrained fatalities at or above the national average based on known use. These event placements delivered a mass reach of the campaign message in 2024, with more than double the number of guaranteed impressions.

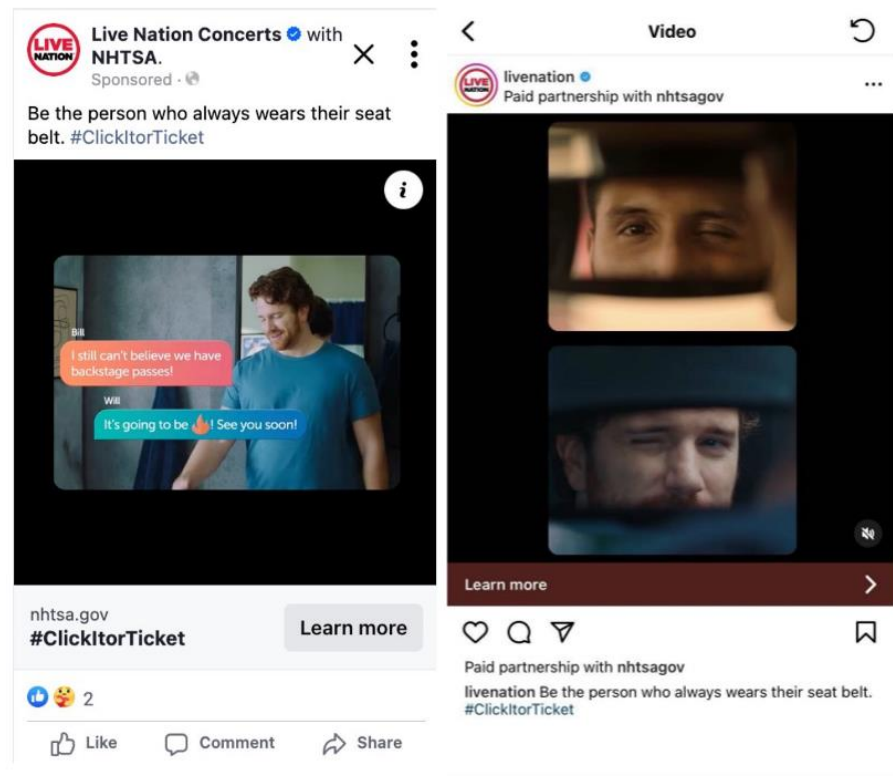
Digital Display

Live Nation will run standard digital display banner ads on its owned-and-operated network of sites—event pages, team pages, venue pages and concert listings—targeting 18- to 34-year-old males across music, sports, family, arts and theater and video gaming.

Paid Social Media

Live Nation’s social reach and specific targeting capabilities will reach the target audience where they are already engaged organically. Live Nation will boost posts of the “Two Guys: Concert Edition” social video using custom audience segments to ticket browsers and purchasers of nationwide music, sports and interest in video games.

Figure 4: “Two Guys: Concert Edition” Social Media Placements



Meta—General and Spanish-Language Markets

Meta is a global technology company that owns and operates popular social media platforms, including Facebook and Instagram. While Facebook’s overall demographic skews older, it still has a presence among the 18- to 34-year-old target audience where they can engage with sports groups, internet-based communities and event pages. Facebook’s targeted advertising capabilities also allow NHTSA to reach specific segments based on interests, activities and online behavior. Instagram is a major platform for young adults, as this age group engages heavily with its visual-first content, including photos, videos and stories. Instagram is also home to influencers, brands and sports figures, all of whom generate authentic and visually engaging content that appeals to the campaign’s target audience.

Paid Social Media

The general and Spanish-language market Meta plans will leverage two campaign types on Facebook and Instagram—video views and engagement—to boost the overall impression share and optimize toward engagements and video completions (ThruPlays) for the target audience.

NHTSA will target men 18 to 34 years old using interest-targeting parameters within the Meta platform specific to safe driving. Targeting will also leverage lookalike audiences based on page and ad engagers, followers and site visitors to entice like-minded individuals to see the campaign message.

Selected placements on the two platforms will include feed placements, reels, in-stream video and video feeds. Creatively, NHTSA will use video units that range in length for the two campaign funnels to ensure multiple varieties of messages are in play for the duration of the campaign, optimizing the top-performing creative units. Measuring past performance, NHTSA has the opportunity to test the brand campaign video as well as carousel or static units to see if those provide an overall lift in engagement and impressions at lower costs.

MobileFuse—General Market

MobileFuse is a mobile advertising company that delivers programmatic advertising across mobile devices using advanced data targeting and location-based advertising, ensuring ads reach users where they are most active. MobileFuse's geotargeting capabilities are particularly effective for reaching young males, enabling NHTSA to reach specific geographic areas with a higher prevalence of unrestrained fatalities.

Video

MobileFuse will utilize a mix of NHTSA's :15 and :30 branded ad units in a rich media interstitial that showcases the video alongside subtle but impactful animations. The demographic will be targeted when they visit sports arenas and stadiums, health-related locations such as gyms and fitness classes, travel locations such as airports and interstate rest stops, fashion/retail locations like malls and boutiques, outdoor recreation areas and concert venues.

Digital Display

The digital display portion of the plan will use three distinct targeting strategies (location data, app usage data and demographic data) alongside two geographic groupings (the national geography target and the geotargeted heavy-up states). A mix of standard mobile digital display banner ads, in-banner and pre-roll mobile video, and rich media units will be activated.

A rich media interstitial game unit will create an interactive playable experience. Users will swipe traffic violation tickets that fly through the air to apply a seat belt around them with the goal of swiping as many tickets as they can before the time ends. Players will then be encouraged to tap to watch the brand campaign ad.

A rich media expandable will use game user interface elements to imply there is a car-driving game the user can play. However, users will always lose the game because their seat belt isn't fastened, which always results in being pulled over by law enforcement.

Figure 5: Rich Media Interstitial Game Unit Mock-up



Mundial Media—Spanish-Language Market (NEW)

Mundial Media is a digital media company that reaches 18 million people monthly without relying on third-party cookies. Mundial Media has access to digital display, audio and video inventory across 400+ in-culture publishers and uses their proprietary contextual engine to serve ads in brand-safe environments around relevant interests.

Digital Display

Using standard digital display and custom high-impact adhesion, interstitial and scroller units, NHTSA will leverage Mundial Media's proprietary media targeting software to drive awareness of the CIOT message. Ads will contextually align with the target audience's affinities, including sports, outdoor activities, lifestyle, gaming and fitness.

Music Audience Exchange (MAX)—Spanish-Language Market (NEW)

MAX is a content distribution platform and media company that delivers music and music-based custom video content, distributed and amplified on social platforms. MAX engages with and delivers brand messages to men 18 to 34 years old by using music-centric content, culturally relevant programming and interactive features that reflect the lifestyle and tastes of this demographic. Through partnerships with Latin music influencers, streaming integration and event tie-ins, MAX taps into the passion for reggaeton, Latin pop and urban Latin music that defines this age group.

The MAX plan will feature a strategic artist partnership to create authentic, culturally relevant storytelling to deliver the CIOT message via custom video content, which is developed in partnership with the artist to resonate with and engage the campaign demographic, with guaranteed paid impressions hyper-targeted to this audience for maximum impact.

Video

Collaborating with an artist who resonates with the Spanish-language audience, MAX will produce a custom short-form video to be promoted on YouTube. Potential artists will be curated using MAX's Artist Matching Engine to align with the target audience and NHTSA brand safety for ranking and selection.

Paid Social Media

The custom short-form video will be promoted using three paid social media posts through the selected artist's channels (e.g., Facebook and Instagram). The social media posts will include a snackable version of the video and images and relevant post copy.

My Code Media—Spanish-Language Market

My Code is the largest multicultural digital media company in the United States. The Remezcla media division of My Code targets Spanish-speaking audiences and is notable for its deep understanding of culture and trends. My Code's ability to deliver content in various formats, such as video, display ads and native ads, allows for effective storytelling, which is crucial to reaching young men.

Video

A mix of :15 and :30 NHTSA-branded ad units will run on premium OTT/CTV and OLV inventory across 50+ publishers using the largest multicultural first-party dataset. Publishers will contextually align with the Spanish-speaking target audience's affinities, including health and wellness, travel and sports.

Digital Display

The video plan will be supplemented by standard cross-platform digital display banner ads and custom rich media high-impact units that are contextually aligned with websites that skew toward the target audience's affinities.

Outdoor Nation—Spanish-Language Market

Outdoor Nation is a prominent player in the OOH advertising industry and has carved a niche for itself by focusing on unique, culturally relevant and location-based targeted campaigns geared toward engaging Spanish-speaking audiences. Outdoor Nation reaches men 18 to 34 years old by combining traditional OOH placements with dynamic content and leveraging audience consumption habits with placements in retail environments where the target audience may find themselves when on the go. It also offers vendor-direct advertising, allowing NHTSA to realize a 40% savings versus exchange-based advertising to scale the Spanish-language OOH presence to reach more drivers.

OOH

The Outdoor Nation plan will target the demographic in neighborhoods or regions that are also identified for the geotargeted heavy-up in states with higher unrestrained fatalities at or above the national average based on known use.

Relevant+—Spanish-Language Market

Relevant+ is a digital media company with owned-and-operated properties, including Turismo and Aspacio Live. Relevant+ reaches the campaign's Spanish-speaking target audience by creating culturally relevant content using influencer marketing and targeting them through data-driven strategies on social media platforms, like Instagram, Facebook and YouTube, with mobile-friendly content.

For a previous NHTSA campaign, Relevant+'s placements on Instagram outperformed Facebook in reach and awareness, with an 87% average VTR and Reels leading engagement across post types. The plan for the 2025 CIOT campaign will leverage this learning and will largely focus on Instagram reels to maximize engagement and awareness.

Similar to previous campaigns, we will work with a relevant Spanish-language influencer to help spread the message in the "Dos Segundos" ad in a social-first format. The segment will use hard-hitting facts, statistics and culturally relevant reasons to underscore the importance of buckling up.

Video

As added value, additional :06, :15 and :30 cuts will run as audience-targeted video ads or pre-roll ads.

Paid Social Media

In addition to the Instagram Reel, an Instagram Story post and an Instagram mixed-media carousel will drive traffic to the primary video. The influencer will also post the video to their feed.

Sinclair Broadcast Group—General Market

Sinclair operates more than 190 television stations across the United States, with a presence in more than 100 markets. Sinclair's content is delivered via various platforms, including over-the-air, multi-channel video program distributors and digital streaming. One of Sinclair's most relevant assets is its sports programming, which provides extensive coverage of professional sports leagues, including the NBA, MLB, NHL and college sports, and is a major passion point for 18- to 34-year-old males.

The Sinclair plan will leverage a multi-tactic approach centered around NHTSA's previous "Defining Moments" segments. The new "Strapped In" exclusive content series will show viewers that preparation in sports is a key factor and that it's crucial and lifesaving to prepare for safe driving by buckling up. "Strapped In" will feature two highly recognized sports influencers in the driver's seat "buckling up" and explaining how they "strapped in" for high-stakes moments of their career path. Previously approved Sinclair talent will be used, such as Urban Meyer talking about the road to the NCAA National Championship or Tim Howard (World Cup soccer goalie) discussing the road to the World Cup and the high stakes. "Strapped In" will run across all Sinclair channels and platforms, maximizing reach and exposure to the target audience.

Video

The “Strapped In” video series will run on Sinclair’s owned-and-operated sites as pre-roll and mid-roll as well as on linear TV and CTV live sports programming, including NBA playoffs, NHL playoffs, WNBA, UFL, MLB, golf, auto racing, horse racing, lacrosse and tennis.

Audio

Throughout the CIOT campaign flight, NHTSA will integrate campaign messaging into custom segments and host reads across talent-led shows, tailoring each execution to authentically align with the show’s style and host personalities. The “Strapped In” custom integrations will run in “Throwbacks,” Sinclair’s new weekly premier show hosted by Jerry Ferrara and Matt Leinart, “The Triple Option” hosted by Urban Meyer, Mark Ingram and Rob Stone, and “Unfiltered Soccer” with Landon Donovan and Tim Howard. Full episodes will be distributed on Sinclair’s podcast platforms and YouTube.

Digital Display

Standard digital display and rich media units, including high-impact takeovers, will run across Sinclair’s owned-and-operated sites.

Paid Social Media

Social cuts of the “Strapped In” video will run across Sinclair’s Facebook and Instagram channels as well as a previous NHTSA-approved talent’s social media platforms to extend the reach authentically.

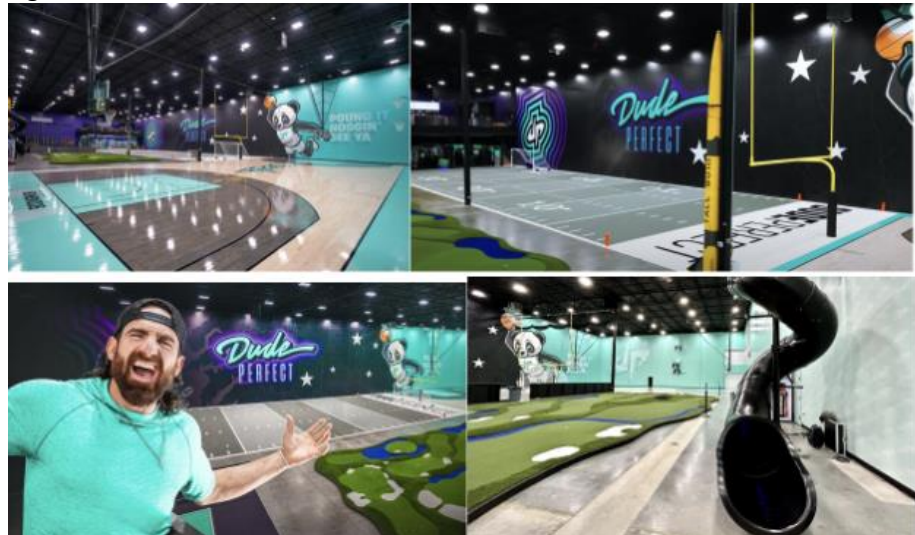
Spotter—General Market (NEW)

Spotter helps creators produce more engaging, high-quality content across platforms like YouTube, Twitch and Spotify and connects brands with creators through high-impact, tune-in moments, custom content/commercials and integrations. Spotter reaches the 18- to 34-year-old male target audience by partnering with digital creators who cater to this demographic, particularly in areas like music, gaming, sports and entertainment. Spotter also offers creators a SaaS tool, “Spotter Studio,” which assists them in the ideation and creative development process.

Paid Social Media

NHTSA will work with Dude Perfect, a group of YouTube influencers who began with making backyard trick shot videos and evolved into a 60.9 million subscriber fanbase who follow their thrilling journeys of adventure, sports and entertainment. Dude Perfect is hitting the road this summer and will amplify the importance of seat belt safety in only the way “the Dudes” can with high-energy, high-impact, and highly relatable content. They will produce :06, :15 and :30 cuts for social media, which will run on their YouTube channel as well as Spotter’s. These will also run on NHTSA’s direct YouTube channel.

Figure 6: Dude Perfect's Production Studio



Telemundo—Spanish-Language Market

Telemundo, owned by NBCUniversal, is one of two broadcast Spanish-language TV stations. Telemundo delivers a wide variety of content, including news, sports, telenovelas, reality TV and entertainment programming. Its lineup includes exclusive Spanish-language media rights for the U.S. Soccer Federation, FIFA World Cup, Premier League and Mexican soccer team Chivas, which is particularly popular with the campaign's Spanish-speaking target audience.

Video

The :30 brand campaign ad will run alongside sports programming, including “Titulares y Más: Zona Mixta,” the number one sports and entertainment Spanish-language late-night television talk and variety show.

Twitch—Spanish-Language Market

Twitch is one of the largest live-streaming platforms for gaming and entertainment. Twitch resonates with the campaign's target audience through its gaming-centric content, interactive features and culturally relevant programming. By offering a mix of esports, gaming, music and community-driven experiences and given its growing community of Spanish-speaking streamers and content creators, Twitch has become a leading platform for young males passionate about gaming and live-streaming entertainment.

Video

Utilizing a mix of non-skippable pre-roll and mid-roll videos, NHTSA's branded ad units will be contextually aligned with games that skew toward the target audience on Twitch and premium Amazon properties. By owning Twitch, Amazon can integrate both video-on-demand content (like movies and TV shows on Prime Video) and live content (like gaming and esports on Twitch), giving it a holistic approach to digital entertainment.

Digital Display

Since Amazon owns Twitch, the CIOT message will be served in Spanish-language environments across the Amazon Advertising ecosystem with standard display units. The placements will help reach the audience during peak engagement to help increase message awareness.

Unanimio Deportes—Spanish-Language Market

Unanimio Deportes is a digital-first platform known for its sports, entertainment and lifestyle content targeting young men 18 to 34 years old. Unanimio Deportes' live coverage of sports games, news, analysis and exclusive interviews attracts young male sports enthusiasts. Interactive video and sports-related podcasts featuring interviews of athletes and coverage of major events are also integral to its targeting strategy.

Unanimio Deportes' approach for the 2025 CIOT campaign will leverage multi-tactic ad units across their owned-and-operated, sports-related inventory.

Video

Unlike traditional advertisements or sponsored content, native ad content often provides valuable information, entertainment or insights to the audience while subtly integrating a brand message without disrupting the user experience. To that end, OLV placements with Unanimio Deportes will integrate the brand ad into the body of the article for a more engaging experience. With these native video placements, NHTSA's creative will capture the attention of the target audience in a way that naturally flows with the site's content.

Audio

The audio portion of the plan will feature the :30 brand campaign ad across a streaming audio schedule on Unanimio Deportes Radio. Unanimio Deportes Radio is a Spanish-language sports radio network that primarily provides coverage of soccer as well as high-energy programming that appeals to sports enthusiasts, with a strong emphasis on live broadcasts, sports talk and interviews.

Digital Display

Standard digital display banner ads, along with native ad units that drive to NHTSA's website, will run on Unanimio's Spanish-language content, which is syndicated through their publisher partner McClatchy for additional reach.

Univision—Spanish-Language Market

Univision is now the largest Spanish-language media company in the world. The company serves a vast Spanish-speaking audience across the Americas, offering a variety of content across television, radio, digital platforms and streaming services. Univision Audio provides audio-based content, including radio programming, podcasts and digital streaming. It delivers comprehensive sports coverage and music programming that is highly appealing to the Spanish-speaking target audience. Univision TV is the second-largest mainstream Spanish-language broadcast TV provider (after Telemundo) capturing audiences for generations.

Video

Custom messages encouraging the target audience to practice safe driving and reminding them of the consequences of not wearing their seat belt will be integrated into weekend prime entertainment and the early morning show, “Despierta America.” The :30 brand campaign ad will also run alongside primetime novela programming, and the plan includes added value “sponsored by” messages called “billboards” to accompany the full-length spot.

Audio

Univision Audio will use its Uforia Audio Network, which reaches nearly 2.5 million monthly listeners. The audio plan includes running the :15 and :30 brand campaign ads on terrestrial radio and Uforia digital streaming. Live read :30 integrations will be included during MLB games and Liga MX and UEFA play-by-play soccer games that air on terrestrial radio as well as Univision Audio’s Platinum Network, Gold Network, TUDN Radio, “Mexican Soccer/Liga MX Updates” weekly reports and “CD Updates” program.

Van Wagner—General Market

Van Wagner is a prominent sports media and entertainment company best known for its work in OOH advertising, particularly in stadiums, arenas and public spaces, where it manages advertising placements and sponsorship opportunities. By leveraging its position in MLB stadiums during the campaign flight, Van Wagner can connect with the young, active and sports-engaged target audience.

OOH

Running ads during MLB games will reach the 18- to 34-year-old male baseball enthusiast. The OOH plan for the campaign will include TV-visible home plate signage placement during 105 MLB games. The campaign will receive one half-inning of signage per game, an average of 2:45 minutes of TV exposure and 8–10 minutes in-stadium. NHTSA will also receive MLB home plate signage for 10 bonus games and MLB baseline signage for 10 bonus games. The :30 campaign brand ad will also run in the out-of-market cable TV subscription service during MLB extra innings with national coverage of up to 70 games per week.

Figure 7: Example of CIOT Home Plate Signage



In addition to the in-game signage, video highlights often provide additional impressions via post-air highlight shows (ESPN SportsCenter, local news) and online/social media posts on MLB.com, Meta, X, etc. These video highlights are not predictable or quantifiable, but they certainly add value to the campaign and have been successful in past NHTSA campaigns.

Venatus—Spanish-Language Market

Venatus specializes in programmatic advertising for the gaming and esports industries. The campaign's demographic is a core audience for gaming, particularly mobile gaming, console gaming and esports. Venatus specializes in reaching gamers in this demographic by integrating ads directly within games or during streaming sessions, ensuring that the messaging is non-intrusive and relevant.

Video

Venatus will target Spanish-speaking audiences, emphasizing sports and racing games, reminding viewers to buckle up. The plan will leverage a cross-device premium expandable takeover, one of the most effective ways to raise awareness while driving video views and engagement. Hovering over the banner will initiate a full-screen video play embedded in a dynamic skin for a 100% share of voice coverage.

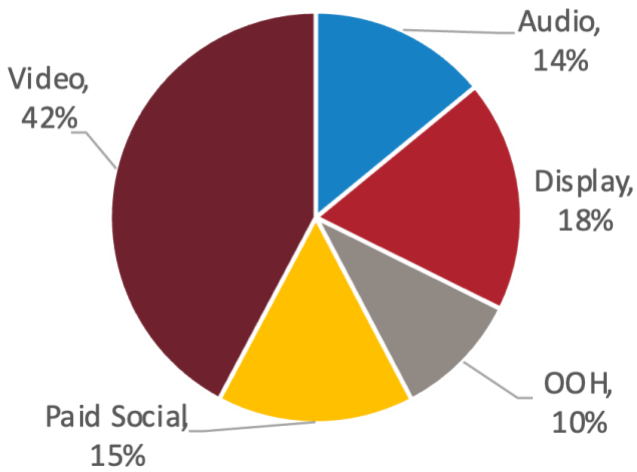
YouTube—General Market

YouTube is the world's largest video-sharing platform, owned by Google. It is available globally and has billions of active users who access the platform via desktops, mobile devices and smart TVs. YouTube reaches the campaign's 18- to 34-year-old male demographic by offering custom and curated targeting across a vast array of entertainment, sports, gaming and lifestyle content in a brand-safe and highly accredited environment. Its mix of user-generated content (UGC), influencers and real-time interaction also makes it one of the most engaging platforms for this audience.

Video

The YouTube plan will include reach and views-based campaigns with the goal of increasing the VTR among the target audience. In-stream ads and YouTube shorts will be included in the creative mix. NHTSA will use a combination of the brand campaign ad as well as the new IGN original video series and Ryan Trahan's YouTube video cuts (Spotter) in its direct buy to analyze the results of each creative as it relates to VTRs and VCRs. In particular, NHTSA is testing whether the brand campaign ad or an ad that authentically leverages the target audience's affinities and integrates the campaign message performs better on YouTube shorts and/or in-stream.

5.0 Campaign Summary



*Inventory is not guaranteed until insertion orders are issued; therefore, impressions are estimates only.

| Channel | Tactic | Partner | 2025 Budget | Estimated Paid Impressions | Estimated AV Impressions | Estimated Total Impressions |
|----------------|---------------|--------------------------|-----------------------|----------------------------|--------------------------|-----------------------------|
| Audio | | | \$1,673,181.00 | 124,440,824 | 18,711,787 | 143,152,611 |
| | Radio | AURN | \$350,000.25 | 33,039,500 | 1,961,100 | 35,000,600 |
| | Radio | Compass Media | \$450,000.00 | 40,855,900 | 9,460,800 | 50,316,700 |
| | Radio | Entravision—Spanish | \$50,000.00 | 4,049,000 | 585,000 | 4,634,000 |
| | Radio | SBS Aire—Spanish | \$85,000.00 | 4,635,000 | 212,000 | 4,847,000 |
| | Radio | Univision—Spanish | \$99,985.50 | 12,696,600 | 4,656,100 | 17,352,700 |
| | Digital Audio | AdTheorent | \$250,000.00 | 10,416,667 | 1,100,000 | 11,516,667 |
| | Digital Audio | AURN | \$50,000.00 | 4,166,667 | | 4,166,667 |
| | Digital Audio | Entravision—Spanish | \$25,000.00 | 5,000,000 | 320,000 | 5,320,000 |
| | Digital Audio | Unanimo Deportes—Spanish | \$2,500.00 | 200,000 | | 200,000 |
| | Digital Audio | Univision—Spanish | \$50,014.50 | 4,167,875 | 416,787 | 4,584,662 |
| | Podcast | Sinclair | \$260,680.75 | 5,213,615 | | 5,213,615 |
| Display | | | \$2,173,050.00 | 228,436,640 | 80,681,368 | 309,118,008 |
| | Display | Adtheorent | \$200,000.00 | 37,037,037 | 9,307,692 | 46,344,729 |
| | Display | Adtheorent | \$250,000.00 | 47,097,481 | 19,360,000 | 66,457,481 |

| | | | | | | |
|--------------------|-------------|--------------------------|-----------------------|--------------------|-------------------|--------------------|
| | Display | All Over Media | \$0.00 | 0 | 1,785,714 | 1,785,714 |
| | Display | Fandom | \$300,000.00 | 15,000,000 | | 15,000,000 |
| | Display | Fandom | \$55,000.00 | 2,953,813 | 2,753,451 | 5,707,264 |
| | Display | Fandom | \$53,700.00 | 2,883,996 | 2,753,451 | 5,637,447 |
| | Display | Fandom | \$13,300.00 | 818,462 | 0 | 818,462 |
| | Display | Fandom | \$28,000.00 | 1,723,077 | 0 | 1,723,077 |
| | Display | IGN | \$53,250.00 | 3,132,353 | | 3,132,353 |
| | Display | IGN | \$32,000.00 | 2,000,000 | 11,500,000 | 13,500,000 |
| | Display | Live Nation | \$58,000.00 | 4,769,231 | 0 | 4,769,231 |
| | Display | MobileFuse | \$168,000.00 | 24,446,561 | 8,691,774 | 33,138,335 |
| | Display | Sinclair | \$750,000.00 | 70,370,370 | 21,500,000 | 91,870,370 |
| | Display | Canela—Spanish | \$0.00 | 0 | 214,286 | 214,286 |
| | Display | Mundial Media—Spanish | \$75,000.00 | 5,625,000 | 1,125,000 | 6,750,000 |
| | Display | MyCode—Spanish | \$90,000.00 | 6,070,926 | 715,000 | 6,785,926 |
| | Display | Twitch—Spanish | \$0.00 | 0 | 625,000 | 625,000 |
| | Display | Unanimo Deportes—Spanish | \$46,800.00 | 4,508,333 | 350,000 | 4,858,333 |
| OOH | | | \$1,187,528.00 | 92,358,087 | 16,038,428 | 108,396,515 |
| | OOH | All Over Media | \$500,000.00 | 40,517,128 | 4,705,150 | 45,222,278 |
| | OOH | Live Nation | \$167,500.00 | 11,909,722 | 5,587,500 | 17,497,222 |
| | OOH | Van Wagner | \$400,000.00 | 28,998,000 | 3,264,000 | 32,262,000 |
| | OOH | Outdoor Nation—Spanish | \$120,028.00 | 10,933,237 | 2,481,778 | 13,415,015 |
| Paid Social | | | \$1,842,000.00 | 219,591,051 | 14,176,643 | 233,767,694 |
| | Paid Social | Compass Media | \$0.00 | 0 | 2,000,000 | 2,000,000 |
| | Paid Social | IGN | \$0.00 | 0 | 2,632,000 | 2,632,000 |
| | Paid Social | Live Nation | \$120,000.00 | 4,000,000 | | 4,000,000 |
| | Paid Social | Fandom | \$0.00 | 0 | 3,333,333 | 3,333,333 |
| | Paid Social | Meta | \$350,000.00 | 56,557,297 | | 56,557,297 |
| | Paid Social | Sinclair | \$0.00 | 0 | 250,000 | 250,000 |
| | Paid Social | Spotter | \$700,000.00 | 32,768,740 | 5,417,856 | 38,186,596 |
| | Paid Social | YouTube | \$350,000.00 | 112,298,687 | 0 | 112,298,687 |
| | Paid Social | Max —Spanish | \$47,000.00 | 1,221,432 | 305,359 | 1,526,791 |
| | Paid Social | Meta—Spanish | \$75,000.00 | 7,982,990 | | 7,982,990 |

| | | | | | |
|---------------------|--------------------------|------------------------|--------------------|--------------------|--------------------|
| Paid Social | Relevant+—Spanish | \$200,000.00 | 4,761,905 | 238,095 | 5,000,000 |
| Video | | \$5,024,241.00 | 173,202,000 | 20,716,682 | 193,918,682 |
| Linear TV | Ampersand | \$600,000.00 | 5,408,816 | 1,400,000 | 6,808,816 |
| Linear TV | Sinclair | \$1,200,000.00 | 32,668,400 | 2,050,260 | 34,718,660 |
| Linear TV | Van Wagner | \$0.00 | 0 | 449,000 | 449,000 |
| Linear TV | Ampersand—Spanish | \$125,000.00 | 4,325,260 | 0 | 4,325,260 |
| Linear TV | Telemundo—Spanish | \$56,791.00 | 320,000 | 0 | 320,000 |
| Linear TV | Univision—Spanish | \$248,000.00 | 957,000 | 330,000 | 1,287,000 |
| CTV | Ampersand | \$275,000.00 | 11,956,522 | | 11,956,522 |
| CTV | Ampersand | \$100,000.00 | 2,139,037 | | 2,139,037 |
| CTV | Sinclair | \$750,000.00 | 26,666,666 | | 26,666,666 |
| CTV | Ampersand—Spanish | \$0.00 | 0 | 519,031 | 519,031 |
| CTV | Canela—Spanish | \$75,000.00 | 2,142,857 | | 2,142,857 |
| CTV | MyCode—Spanish | \$30,000.00 | 833,333 | | 833,333 |
| OLV | Adtheorent | \$510,000.00 | 38,403,614 | 3,781,250 | 42,184,864 |
| OLV | Fandom | \$90,000.00 | 4,500,000 | 5,000,000 | 9,500,000 |
| OLV | Fandom | \$10,000.00 | 500,000 | | 500,000 |
| OLV | IGN | \$225,000.00 | 2,800,000 | | 2,800,000 |
| OLV | IGN | \$39,750.00 | 1,838,235 | | 1,838,235 |
| OLV | Live Nation | \$200,000.00 | 6,800,000 | | 6,800,000 |
| OLV | MobileFuse | \$216,000.00 | 19,012,308 | 0 | 19,012,308 |
| OLV | Max - Hispanic | \$53,000.00 | 618,568 | 154,641 | 773,209 |
| OLV | MyCode—Spanish | \$30,000.00 | 909,091 | | 909,091 |
| OLV | Relevant+—Spanish | \$0.00 | 0 | 400,000 | 400,000 |
| OLV | Sinclair | \$0.00 | 0 | 6,120,000 | 6,120,000 |
| OLV | Twitch—Spanish | \$100,000.00 | 7,175,926 | 0 | 7,175,926 |
| OLV | Unanimo Deportes—Spanish | \$25,700.00 | 1,084,455 | 200,000 | 1,284,455 |
| OLV | Venatus—Spanish | \$65,000.00 | 2,141,912 | 312,500 | 2,454,412 |
| Grand Totals | | \$11,900,000.00 | 838,028,602 | 150,324,908 | 988,353,510 |

6.0 State-Level Campaign Extension Opportunities

The state-level plans can execute several strategies to build upon the base paid media research provided in the national plan.

Video

The national plan will use linear and programmatic TV, CTV/OTT and OLV to reach the target audience through entertainment and non-sports programming. This will run on appropriate cable inventory, network apps via full episode players, OTT services and across the web. The state-level plans can build off this base by including broadcast TV programming that efficiently reaches the target audience, including cable if penetration is sufficient, and geotargeting any problem areas in their local markets.

Audio

The audio plan includes terrestrial and digital audio and may run in the 50–90 GRPs/week range. At the national level, audio will be used for its efficiency and, due to its in-vehicle strength, its ability to build frequency. States can consider local radio buys that allow local on-air talent to lend their voices and social networks to further enhance the message.

Out-of-Home

One of the main benefits of OOH advertising is its ability to reach a large audience, which can be seen by anyone who passes by an ad. OOH offers the ability to reach people with NHTSA messaging throughout their day and perhaps in critical moments while actively driving. OOH should be considered to extend the reach and amplify awareness of NHTSA messaging on state-level plans.

Digital Display

The target audience uses digital media heavily, and a digital display effort should be a significant part of state-level plans. This can include using publisher-direct efforts outside of those sites on the national plan.

Paid Social Media

Social media also plays a significant role in the target audience's life and is recommended for state-level plans. Social media plans can include video and/or display creative and are a good complement to enhance reach and engagement for the campaign.

Rural Markets

If state-specific data indicates that the campaign should include rural areas, attention should be paid to broadband penetration to ensure adequate reach into those areas for digital tactics. States and regions with low broadband penetration should consider supplementing the national plan with traditional TV, audio and OOH buys. This should only be considered applicable to states with rural market issues.

7.0 Glossary

Video

Advertising-Based Video on Demand (AVOD): Ad-supported video streaming.

Audience Targeting: Using data points to target specific population segments based on their demographics, interests and behaviors.

Automatic Content Recognition (ACR): ACR is technology that leverages a content database to recognize and identify video and audio content with which a user is actively engaging.

Brand Safety: Keeping a brand's reputation safe when they advertise by taking steps to ensure that ads do not run adjacent to content that goes against brand guidelines.

Connected TV (CTV): Another term for smart TV, CTV refers to any TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs are designed to provide a more immersive experience for TV viewers by delivering interactive features, such as web browsing, social networking, video-on-demand and video streaming, and regular TV content.

Linear TV: TV service where the scheduled program must be watched at a specific time and on a particular TV channel.

Over-the-Top (OTT): A device connected to a TV that directly provides streaming media as a stand-alone product to viewers over the internet, bypassing telecommunications, multi-channel TV and broadcast TV platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and the major gaming consoles.

Programmatic TV: A TV ad buy that uses data and automation to target specific consumer audiences more precisely.

Subscription Video on Demand (SVOD): Similar to traditional pay-TV packages, SVOD allows consumers to access an entire content catalog for a flat rate, typically paid monthly. Examples of SVOD include Netflix, Max, Disney+ and Amazon Prime. Typically, they do not offer advertising opportunities.

Synced: Uses a technology platform to automatically trigger a digital ad campaign based on what was viewed on TV. This could extend to video ads on laptops, mobile devices and tablets, display ads, ads seen on social media or search marketing.

Second Screen: A mobile device used while watching TV, especially to access supplementary content or applications.

ThruPlay: The number of times a video is played to completion or for at least 15 seconds.

TrueView: A YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds. Sponsors pay only for ads viewed in their entirety or until 30 seconds have elapsed.

TV Everywhere: TV Everywhere refers to a type of subscription business model wherein access to streaming video content from a television channel requires users to "authenticate" themselves as current subscribers to the channel.

Audio

Audio Streaming: Delivering real-time audio through a network connection.

Average Quarter-Hour (AQH): The average number of persons listening to a particular station for at least five minutes during a 15-minute period.

Terrestrial: Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

Digital

Esports: A multiplayer video game competition played for spectators, often team-based and played for prize money. Esports are also live-streamed and involve commentators and analyses like "traditional" sports.

Free-To-Play Games: Free-to-play (F2P) refers to a business model for online games in which the game designers do not charge the user or player to join the game. Instead, they bring in revenue from advertisements or in-game sales, such as payment for upgrades, special abilities, unique items and expansion packs.

Live-Streaming: A gamer shares their gaming experience with fans/followers by live broadcasting their game. Some streamers consistently play the same games, and others try different games or follow trends.

Metaverse: A universal and immersive virtual world.

Native Advertising: A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.

Programmatic Digital: Automated bidding on advertising inventory in real-time for the opportunity to show an ad to a specific customer within a specific context.

User Generated Content (UGC): This refers to any form of content, videos, text, testimonials and audio that has been posted by users on online platforms.

General

Cost Per Thousand (CPM): The cost of delivering 1,000 gross impressions.

DMA: A designated market area (DMA) is a geographic area that represents specific media markets as defined by, and updated annually by, the Nielsen Company.

Flight: Advertising timing strategy where ads or commercials are run during a period (called a flight). The higher the weight of the advertising, the more often it is seen.

Frequency: The number of times you touch each person with your message.

Quintile: Viewers, listeners, readers or consumers of a particular medium are ranked according to their usage and then divided into five equal groups, or quintiles, ranging from the heaviest to the lightest in media consumption.

Reach: The number of people you touch with your marketing message or the number of people that are exposed to your message during a given time.