



# 2026 Click It or Ticket

## Media Buy Summary

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# 1.0 Executive Summary

The National Highway Traffic Safety Administration’s (NHTSA) 2026 Click It or Ticket (CIOT) campaign applies NHTSA’s engagement-driven media approach to a major driver of preventable roadway deaths: seat belt non-use among men ages 18 to 34 years old. This group continues to over-index in unrestrained fatalities reported in NHTSA’s Fatality Analysis Reporting Systems (FARS) and remains disproportionately represented in crashes where seat belts could have prevented serious injury or death. The 2026 CIOT campaign pairs national high-visibility enforcement (HVE) efforts with a sustained three-week national media effort designed to reinforce the idea that buckling up is a simple, lifesaving choice anytime they drive or ride in a vehicle.

Aligned with the 2026 Annual Media Work Plan, this year’s strategy focuses on reaching young men within the “engagement sweet spot”: the overlap between the channels they use the most (video, audio, out-of-home [OOH], digital display and paid social media) and the passion points that command their daily attention, such as sports, gaming, adventure, music and fitness. Embedding CIOT messaging in these environments ensures that seat belt reminders show up in moments of heightened interest, emotional relevance and routine travel—conditions shown to increase message attention and strengthen perceived enforcement risk.

The media plan is built for the May 11–31 HVE period, enabling both broad reach and repeated exposure. High-impact video and CTV deliver strong visibility; digital audio reinforces the message during in-car listening moments; and mobile and social platforms provide consistent reminders as drivers move throughout their day. Custom content, creator-aligned storytelling and premium placements within live sports, outdoor and gaming environments make the message feel familiar rather than instructional—an important factor when speaking to an audience that values autonomy and tends to dismiss traditional safety messaging.

A critical component of this year’s plan is geographic prioritization. Using the most recent FARS data, NHTSA identifies states with higher proportions of unrestrained fatalities and increases media weight in these areas through vendors with strong geotargeting and location-based capabilities. This ensures the national buy aligns with real-world need, directing more impressions toward regions where the safety impact can be greatest. Spanish-language media vendors further strengthen reach in markets where Spanish-speaking men are a key audience and where dedicated cultural, sports and entertainment platforms drive high engagement.

Together, these tactics create a coordinated, high-visibility effort that meets young men where they are—on the road, on their phones and engaging with the content they care most about. By elevating the consequences of not wearing a seat belt, reinforcing messaging frequency across the enforcement window and concentrating media where risk is highest, the 2026 CIOT campaign supports safer driving behaviors and advances NHTSA’s mission to reduce preventable roadway deaths.

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](https://www.traffic-safety-marketing.gov).

Figure 1: Campaign Assets

Language	Asset Title	Types/Lengths	Additional Assets
English	Reflecting	Video (:30s, :15s and :06s)	Web banners (available in standard sizes)
		Audio (:30 audio spot and live reads copy :05, :10, :15, :30 and :60)	
Spanish	Pulled Over	Video (:30s, :15s and :06s)	Web banners (available in standard sizes)
		Audio (:30 audio spot and live reads copy :05, :10, :15, :30 and :60)	

### 2.2 Advertising Period

National paid advertising will start Monday, May 11, and run through Sunday, May 31, 2026.

### 2.3 Working Media Budget

The total budget for the 2026 CIOT campaign is \$12.4 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 unrestrained fatalities at or above the national average based on known use. 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 2023**

State	Percent Unrestrained Based on Known Use
Alabama	54%
Alaska	41%
Arizona	43%
Arkansas	44%
Colorado	52%
District of Columbia	62%
Georgia	46%
Idaho	48%
Iowa	44%
Kansas	47%
Kentucky	50%
Louisiana	55%
Maine	67%
Massachusetts	47%
Missouri	57%
Montana	58%
Nebraska	57%
New Hampshire*	59%
New Mexico	47%
North Dakota	47%
Ohio	45%
Pennsylvania	46%
Rhode Island	51%
South Carolina	52%
South Dakota	61%
Vermont	60%
Virginia	57%
Wyoming	53%

Source: NHTSA FARS 2023

## 3.0 Media Goals and Strategy

NHTSA’s research shows that HVE, paired with sustained paid media, is one of the most effective ways to increase seat belt use among men ages 18 to 34 years old. For the 2026 CIOT campaign, the goal is to build broad, efficient reach and deliver meaningful exposure—targeting an average message frequency of three to five times throughout the three-week flight—to ensure the message is repeatedly seen, heard and retained. The strategy prioritizes high-attention environments, aligning with the platforms and passion points where young men are most engaged. Geographic prioritization plays a key role, with greater weight given to states with higher proportions of unrestrained fatalities based on recent FARS data. Success will be defined by more than impression delivery—it hinges on message comprehension, sustained visibility and reinforcement of both legal and personal consequences of riding unrestrained, ultimately strengthening perceptions of enforcement risk and promoting safer driving behaviors.

### 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 2026 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 to both traditional and digital audio platforms, these tactics are planned holistically to consider the listener’s journey and 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**—OOH advertising 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, for rich media, by engagement rate (ER).

- **Paid Social Media**—Paid social media comprises visual and video ads on key social networks as users scroll through their feeds and other content. VCR, VTR and ER will measure the success of paid social media for video creative and CTR for display.

### **3.2 Media Vendor Selection Strategy**

Media vendors are selected based on their ability to activate nationally across one or more of the identified channels and effectively reach men ages 18 to 34 years old at scale through the three-week enforcement period. Consistent with the 2026 Annual Media Work Plan, the buy prioritizes vendors that can deliver both reach and meaningful engagement within the audience’s strongest passion points—sports, gaming, adventure, music, fitness and live entertainment—while also supporting heavier delivery in states with higher proportions of unrestrained fatalities.

Vendor evaluation emphasized four core factors: demonstrated ability to reach and engage young men 18 to 34 years old; capacity to sustain high-quality delivery across a longer HVE window; strength in culturally relevant and high-attention content environments, including Spanish-language platforms; and the ability to generate measurable engagement across video, audio, OOH, digital display and paid social media.

Selections also reflect 2025 CIOT campaign learning, in which custom content, premium streaming inventory, creator-aligned storytelling and contextual placements consistently delivered stronger attention, higher VCRs and more meaningful engagement than standard units. By leveraging vendors that can execute across multiple platforms and passion points, the 2026 plan maximizes reach, relevance and message retention through the flight.

## 4.0 Selected Media Vendors

The 2026 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
<b>Video</b>	Linear TV—Reach and Frequency  OLV and CTV/OTT—VTR: 35%+ VCR: 80%+	AllGear Digital banMe BLAST.tv Entravision Fandom GumGum Hudl Jomboy Media Live Nation MobileFuse Mundial Media Pixability Relevant+ Sinclair Univision Venatus
<b>Audio</b>	Terrestrial Radio— Reach and Frequency  Digital Audio—LTR: 85%+ CTR: .05%+	banMe Compass Media Entravision IHeartMedia Jomboy Media SBS AIRE Skyview Networks Sinclair Univision
<b>OOH</b>	Reach and Frequency	Live Nation Momentara Van Wagner
<b>Digital Display</b>	CTR: .14%+	AllGear Digital banMe Fandom GumGum iHeartMedia Live Nation MobileFuse Momentara Mundial Media Relevant+ Sinclair Venatus

<p><b>Paid Social Media</b></p>	<p>CTR: .10%+ VTR: 30%–40% ER: .50–15%<sup>1</sup></p>	<p>AllGear Digital BLAST.tv Compass Media Fandom Hudl Jomboy Media Live Nation Meta Relevant+ Sinclair Snapchat</p>
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*Additional tactical details for each media vendor are provided in alphabetical order.*

## **AllGear Digital—General Market**

AllGear Digital is a leading digital media company that owns and operates a portfolio of trusted brands focused on new products, outdoor pursuits and active lifestyles. Its network, which includes GearJunkie, Switchback Travel, The Inertia, Pack Hacker, Bikerumor, iRunFar, ExplorersWeb and WildSnow, reaches deeply engaged audiences across adventure, endurance sports, travel and gear culture. Together, these properties have earned credibility as go-to destinations for timely news, expert reviews and practical guidance on performance-driven products and experiences.

Through this network, AllGear Digital will connect with the target audience by delivering consistent, reinforced messaging within authentic adventure content environments. Trusted editorial voices and creator-led storytelling will help integrate seat belt safety messaging in a way that feels natural and credible, driving awareness, engagement and meaningful behavior change.

### **Video**

The plan includes a custom original video series built around the Safety Detail concept, featuring a three-minute episode, focused on mountain terrain sports starring Dylan Efron. The episode highlights the small but critical safety choices that matter in high-risk environments, drawing a clear parallel to seat belt use. The series will be supported by a :60 trailer and four :30 cut-downs (two per episode) to extend reach and engagement. In addition, three editorial features—a series announcement and episode-specific “Safety Detail” articles—will provide deeper context, all housed within a dedicated microsite that serves as the central content hub across AllGear Digital’s owned and operated sites.

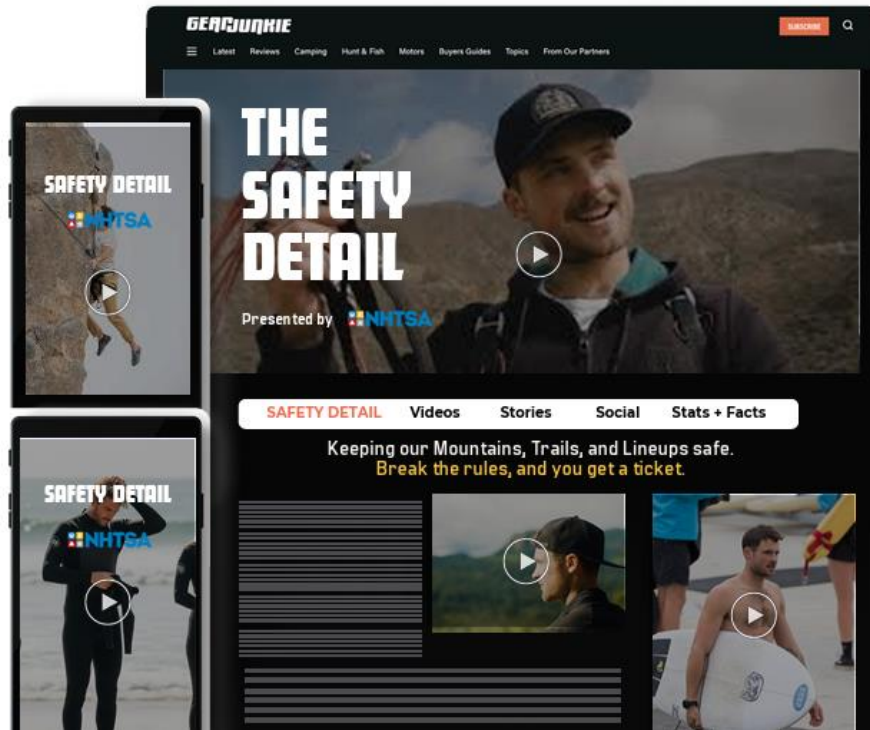
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<sup>1</sup> *This is a wide benchmark range because it encompasses different activations. Actual benchmarking will be dependent on the activation and platforms.*

## Digital Display

A dedicated microsite will be developed to serve as a central hub for the campaign, housing the two proposed hero videos, as well as supporting social cut-downs, editorial content and impactful NHTSA seat belt safety statistics in one cohesive, easily accessible destination.

Figure 4: “The Safety Detail” Microsite



## Paid Social Media

Each video will be supported by four social cut-downs tailored to the mountain-specific episode. These videos will then also be distributed across YouTube and Meta to drive incremental reach. In addition, a :60 trailer will run across YouTube and Meta to build awareness and direct audiences to the complete content series.

## banMe—General and Spanish-Language Markets

banMe Media serves as a core programmatic vendor for the 2026 CIOT campaign, delivering scalable reach and repeated exposure across mobile, video, audio and digital display. It uses real-time insights, audience data and custom deal access to place advertising where it will be most relevant and practical, while providing reporting and optimization throughout the campaign. banMe’s approach includes omnichannel strategies that unify messaging across devices and formats, making it well-suited for campaigns targeting digitally engaged and wide-ranging audiences.

## **Video**

The Spanish-language banMe plan includes cross-device OLV pre-roll video placements, complemented by premium OLV inventory through Twitch video ads to reach audiences in high-engagement streaming environments. As added value, additional cross-device video units will extend reach and reinforce message frequency across devices.

## **Audio**

banMe will leverage digital audio and podcast advertising to deliver general market CIOT messaging in immersive, high-attention environments, reinforcing seat belt safety and the legal consequences of noncompliance. Heavily used by young male drivers ages 18 to 34 years old, audio/podcast channels will allow NHTSA to reach the target audience during moments of focused engagement with the audio content they use most. The program includes clickable companion ads and second-screen retargeting, which re-engages listeners who have been exposed across websites and apps to reinforce calls to action.

## **Digital Display**

banMe will deploy a targeted cross-device display and video strategy for the general market plan to ensure NHTSA's CIOT messaging resonates with young male drivers. This multi-touchpoint approach delivers consistent, enforcement-focused and emotionally resonant creative across the devices they use most, reinforcing the importance of seat belt use wherever they are online. Additionally, cross-device video placements will ensure seamless exposure in environments aligned with audience interests such as esports, fantasy sports, gaming and betting content.

For both the general market and Spanish-language market plans, a cross-device, full-page takeover will capture attention with zero distractions.

## **BLAST.tv—eSports**

BLAST.tv is a global leader across top gaming and esports platforms, including Epic Games, reaching a predominantly young male audience that strongly aligns with the CIOT target. Approximately 75% of its audience are ages 18 to 34 years old, with an average viewer age of 27 years old and a male-skewing audience at 96%.

During the 2026 CIOT campaign, the Rocket League Championship Series (RLCS), produced by BLAST in partnership with Epic Games, will integrate NHTSA messaging across its online qualification events running over three days during the campaign flight. The RLCS format features two online qualification splits across multiple regions, with teams earning points toward midseason Majors and the Rocket League World Championship, both held as live, in-person tournaments.

The program includes a custom animation-style esports trailer with car-themed visuals and seat belt messaging, airing three times daily during arena broadcasts, alongside in-game billboards and CIOT brand assets placed before, during and between matches throughout May. Early in the spot, before kickoff, the creative briefly contrasts two drivers preparing to race: one who clicks their seat belt and launches cleanly into the match, and another who does not buckle and is shown immediately failing to launch or crashing out before the game begins. This “with vs. without” moment visually reinforces the line “Risk a ticket. Risk not finishing the game.” The voiceover may also be adjusted to strengthen that contrast, such as “One choice gets you in the game. The other doesn’t,” or “One clicks in. One doesn’t finish.”

In addition, BLAST will produce two custom content videos for tournament broadcast and social distribution, such as a short-form trivia segment where Rocket League and safe-driving knowledge are judged as “Click It” (correct) or “Ticket” (incorrect).

**Figure 5: Custom NHTSA Trailer**



### **Video**

Custom OLV video units will deliver CIOT messaging in high-impact gaming environments.

### **Paid Social Media**

Social amplification of the custom video segments across BLAST and RLCS channels will further extend reach, with agreed-upon influencer content reposted on official RLCS social profiles. In addition to the custom content, paid and organic social amplification will support the custom creative units.

### **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.

Compass Media will deliver custom, emotionally resonant vignettes designed to run alongside NHTSA brand spots across its nationwide radio network, reinforcing CIOT messaging through authentic, personality-driven storytelling. The buy includes branded live reads voiced by trusted, high-profile talent, including Big D and Bubba, Greg Beharrell and the “Free Beer and Hot Wings Morning Show.”

### **Audio**

The buy includes terrestrial radio spots across a broad music network, delivering premium placements and strategic dayparting to reach audiences across adult contemporary, contemporary hit radio (CHR), country, urban, rock and additional key formats. Coverage will be further reinforced through MLB-focused terrestrial radio, incorporating in-game messaging and vignettes to extend CIOT visibility within live sports environments.

### **Paid Social Media**

As added value, the program will include trusted voices who have previously partnered with NHTSA—bringing added credibility and familiarity to the CIOT message while extending its reach through engaging, personality-driven social storytelling.

### **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 will support the 2026 CIOT campaign by engaging Spanish-speaking men ages 18 to 34 years old through high-impact, multi-platform placements, including OLV pre-roll, display and audio streaming, cross-device media and network radio spots. The plan taps into key passion points—particularly sports—and leverages the excitement leading into the 2026 FIFA World Cup to deliver culturally relevant, high-attention placements that strengthen message retention.

## **Video**

Entravision will deliver cross-device OLV pre-roll placements to reach the target audience across the screens they use most, ensuring consistent exposure to CIOT messaging in high-attention video environments. As added value, the buy includes additional cross-device OLV pre-roll units to further extend reach and reinforce messaging across devices.

## **Audio**

Entravision will provide cross-device digital audio streaming placements in both :15 and :30 formats, complemented by 30 branded network radio spots supported by custom-recorded scripts and :15 tags. As added value, the buy includes additional cross-device audio streaming units, network radio placements and banner ads to further amplify CIOT messaging and extend reach across audio and digital environments.

## **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 and over-indexes 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.

With a unique monthly reach of 17.7 million men ages 18 to 34 years old, Fandom users are also 2.2 times more likely to engage with content tied to upcoming cultural release moments—making the platform a powerful environment for timely, high-impact CIOT messaging.

## **Video**

Fandom will deliver custom :15 OLV pre-roll videos targeting men ages 18 to 34 years old across premium inventory on its owned and operated sites, complemented by a Fandom custom video called “Car Wars” created around a key in-flight cultural release moment, “Star Wars: The Mandalorian and Grogu.” The sci-fi parody elevates seat belt use into an epic, high-stakes choice while using the language of blockbuster trailers to reinforce the CIOT message around enforcement, reflection and real-world consequences. The video will be distributed across Fandom’s owned and operated properties and social channels.

## **Digital Display**

The digital display buy will leverage a Top Trending Topics Blitz, targeting highly relevant communities during the campaign flight to maximize impact, including contextual alignment with “Star Wars: The Mandalorian and Grogu” themes. Custom stick and adhesion display units will mirror the creative look and feel of the sci-fi-inspired video, delivering high-impact standard units across desktop and mobile environments to reach engaged audiences throughout Fandom’s owned and operated sites.

## **Paid Social Media**

Fandom will extend the best-performing video assets across its social handles to capture incremental reach among the same fan communities, focusing on platform placements that support short-form viewing and engagement. Paid boosts will be used to maintain frequency and sustain visibility during peak interest moments tied to the in-flight entertainment release.

## **GumGum—General Market**

GumGum uses advanced AI and machine learning, which includes computer vision and natural language processing, to analyze images, video, text and audio in real time, ensuring NHTSA’s messaging appears in brand-safe, contextually relevant environments where audiences are most receptive. By incorporating opt-in human gaze data, GumGum measures actual attention time and optimizes creative performance, mapping consumer attention and context signals to maximize campaign impact and effectiveness.

GumGum will serve as a programmatic partner for NHTSA, surrounding relevant page-level content tied to key spring moments, award shows and major sports events across its network. Using high-impact custom units and layered targeting informed by digital consumption signals, GumGum will efficiently reach males ages 18 to 34 years old in the environments where they are most engaged.

## **Video**

The video portion of the buy will leverage a mix of high-impact CTV and OLV formats to keep NHTSA messaging front and center without disrupting the viewer experience. CTV will include in-pod and in-video “squeezeback” units in both :15 and :30 lengths, ensuring that the main content dynamically resizes to accommodate the message. At the same time, viewers stay fully engaged in the moment. GumGum’s CTV in-pod units will provide high-attention placements with guaranteed delivery, driving measurable engagement across streaming environments and ensuring the message lands during the moments when viewers are most attentive.

To extend relevance beyond the big screen, contextual OLV in-stream placements will align NHTSA’s messaging with the most fitting content across the open web.

## **Digital Display**

GumGum will deliver custom digital units with multi-layered targeting, including in-screen frame, hang time and expandable video formats, designed to command attention and drive engagement. These high-impact units create immersive, full-frame and scroll-based experiences that capture attention immediately, reinforce seat belt safety through persistent on-screen messaging and encourage interaction through hover- or swipe-triggered video expansion.

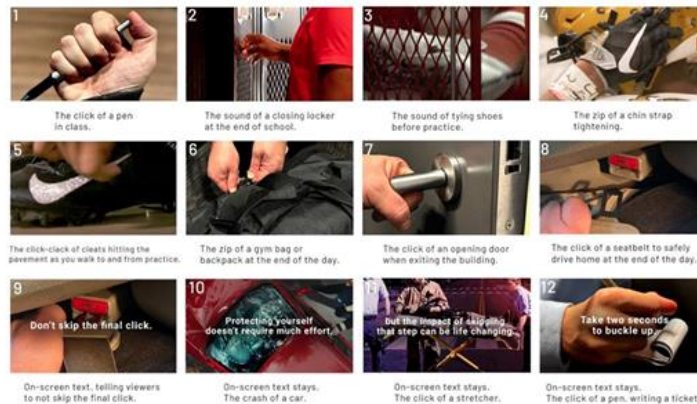
## Hudl—General Market

Hudl is the largest high school sports platform in the United States, reaching young adults and a strong male-skewing audience ages 18 to 34 years old through highly engaged, community-driven sports content. The platform is where fans actively follow their favorite athletes and high school teams, tuning in to watch highlights and local live streams to stay connected and support their schools. Unlike passive scrolling environments, Hudl audiences intentionally seek out content, creating a focused, high-attention setting for meaningful message delivery.

### Paid Social Media

The paid social media buy will feature a custom ASMR-driven unit with social extensions that immerse sports fans in the familiar sights and sounds of game-day preparation. From pads being strapped on to the click of a seat belt locking into place, the content connects athletic rituals with the act of buckling up, reinforcing that preparation, focus and safety start before the game and before the drive. This creative will also run as OLV across Hudl’s owned and operated properties.

**Figure 6: Custom Content Storyboard—“ASMR Moments”**



## iHeartMedia—General Market

iHeartMedia will serve as a multi-platform audio partner, leveraging its expansive terrestrial radio, podcast and streaming audio ecosystem to extend CIOT messaging at scale. The buy integrates custom audio content across high-profile programs, complemented by inclusion in live traffic and weather updates. These key “lean-in” moments target listeners when they are most attentive and safety-minded. In addition, CIOT messaging will be embedded within sports update reports across iHeartMedia’s sports properties.

### Audio

The buy spans podcasts and terrestrial radio across iHeartMedia’s nationwide station footprint, with placements embedded within sports programming, live weather and traffic updates to reach listeners during high-attention, safety-relevant moments, supported by added-value digital display placements to extend reach and reinforce messaging across screens.

## **Jomboy Media—General Market**

Jomboy Media is a creator-led platform centered on baseball, reaching a predominantly male, highly engaged audience, 60% of which are ages 18 to 35 years old and 90% of which are male, with 68% of listenership occurring on the go or in the car. Through this highly tuned-in content environment, NHTSA will deliver CIOT messaging via host-read podcast integrations and pre-roll video placements, reaching fans during moments of focused attention.

### **Video**

The buy includes OLV video units featuring the podcasters, extending CIOT messaging into engaging, video-forward placements that leverage familiar voices and personalities audiences already trust, with additional social media extensions from the talent to further amplify reach and engagement.

### **Audio**

Jomboy Media will integrate CIOT messaging across high-profile baseball podcasts and show integrations, alongside its flagship video series that breaks down quirky moments and major plays with humor and insight. Delivered in a quick-hitting, highly digestible format, this creator-led content keeps fans engaged while providing natural opportunities to align brand messaging with moments audiences are already tuned in to and talking about.

## **Live Nation—General Market**

Live Nation is a leading live entertainment partner that brings artist creativity to life on stage while extending impact across digital and social channels. With the world's largest fan database and robust social properties, Live Nation enables CIOT messaging to reach highly engaged and addressable fans. As the kickoff to the concert season, the plan leverages proprietary audience data to target NHTSA's core audience with a focus on quality engagement and measurable impact.

The 2026 Live Nation plan will leverage the “Don't Skip Your Routine” custom content integration a lighthearted, rewind-style video that draws parallels between everyday habits and the importance of buckling up. By showing a series of familiar routines, such as wearing deodorant, turning off the shower or putting on shoes, the piece will build humor and relatability before escalating to a real-world consequence, ultimately reinforcing the message that fastening a seat belt should be an automatic part of getting ready to go.

### **Video**

Pre-roll video ads will run across Live Nation's extension network and setlist.fm, driving awareness, video views and engagement around the CIOT message within highly engaged, music-focused environments. As a core part of the buy, setlist.fm—the live music wiki trusted by fans worldwide—reaches audiences throughout the concert journey by blending utility with exclusive editorial content, including breaking news, original video series and artist-driven storytelling, creating a natural and high-attention setting for campaign messaging.

## **OOH**

The plan includes on-site venue placements with :15 non-audio spots running on screens throughout concession areas, stage displays and merchandise locations, complemented by :10 digital OOH (DOOH) boards with audio to reinforce the message across the concert environment.

## **Digital Display**

Live Nation will deliver standard digital display and video pre-roll across its owned-and-operated sites, including event, venue and concert pages, as well as partner sites, targeting the core audience within sports, music and travel environments.

## **Paid Social Media**

Live Nation will leverage its social reach and advanced targeting capabilities to boost campaign video content, reaching fans organically and through paid amplification by using custom audience segments based on ticket browsing and purchase behavior across sports, music and travel interests.

## **Meta—Spanish-Language Market**

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 Spanish-language market Meta plan will leverage two campaign types on Facebook and Instagram—video views and traffic—to boost the overall impression share and emphasize the importance of the ad auction for consumers to engage with and complete NHTSA videos and carousel units.

NHTSA will target men 18 to 34 years old using multiple targeting types (broad, interest and ad-engagers). Meta’s algorithm utilizes multiple user signals to identify those more likely to take action on ads across both video and traffic objectives.

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. Meta performed successfully among the Spanish-language audience in the 2025 CIOT campaign, achieving all projected benchmarks. As a result, the 2026 campaign benchmarks have been informed by this proven performance.

## MobileFuse—General Market

MobileFuse is a mobile advertising company that delivers programmatic advertising across mobile devices using advanced data targeting and location-based solutions to reach users where they are most active. Through access to publisher-direct, certified in-app inventory, MobileFuse ensures brand-safe, high-quality placements with precise location accuracy. Its proprietary Mindset Targeting™ and geotargeting capabilities allow NHTSA to reach young male audiences at moments when they are most receptive, including in geographic areas with higher prevalence of unrestrained fatalities. By leveraging specialized mobile data, such as historical location patterns and app usage aligned with target interests, MobileFuse maximizes precision, minimizes redundancy and drives meaningful engagement.

The buy includes two full-screen rich media units designed to drive high engagement through intuitive, easy-to-understand interactions that reinforce CIOT messaging. One unit features a gamified experience focused on in-unit interaction, with success measured by expansion rates, ER and time spent. The interstitial rich media unit emphasizes simple actions with a primary click-through call to action (CTA) to the campaign website, a format that has been shown to outperform standard display units, with CTAs averaging 0.8–1.0%.

### Video

As part of the video buy, the rich media Encore interstitial pairs a short, skippable video with a seamless interactive experience that follows the initial view. This format delivers immediate emotional impact through video, then invites users to engage more deeply with the CIOT message at their own pace—extending attention and transforming a single video impression into a multi-stage experience.

### Digital Display

The buy includes two high-impact rich media formats: an expandable playable unit that turns seat belt safety into an intuitive, rhythm-based game reinforcing positive behavior through timing and reward, and a scrollable interstitial that transforms passive viewing into an active experience through sequential animations that visually underscore the real-world consequences of not buckling up. Together, these immersive units deliver the CIOT message in a modern, engaging and highly memorable way.

Figure 7: Playable Game Unit



## **Momentara—General Market**

Momentara is the largest multi-platform OOH/DOOH operator in the United States, specializing in non-traditional, on-the-move environments, such as gas stations, convenience stores, restaurants, bars and transit locations. Leveraging exclusive DOOH partnerships and data-driven targeting by geography and lifestyle affinities, Momentara will reach males ages 18 to 34 years old through high-impact digital screens at gas pumps and inside convenience stores, with placements geotargeted and weighted toward designated heavy-up states. This will be supported by mobile retargeting from geofenced locations to extend reach, increase frequency and reinforce messaging.

### **OOH**

DOOH units featuring the :15 brand campaign video will be strategically placed in high-traffic, on-the-go environments, such as convenience stores, gas pumps and in-store kiosks. Key partner locations include major fuel and retail brands such as Speedway, ACRO, 7-Eleven, Marathon, Shell and CITGO.

### **Digital Display**

As added value, Momentara will deliver bonus impressions and mobile retargeting, serving video ads to the target audience within a one-mile radius of partner locations to increase message frequency during the campaign flight and provide insights into audience engagement.

## **Mundial Media—Spanish-Language Market**

Mundial Media is a Spanish-first digital media partner specializing in premium video and display inventory built specifically for Spanish-speaking audiences. Its approach is rooted in hyper-contextual targeting, enabling NHTSA to align messaging within culturally relevant Spanish-language content environments based on behaviors, interests and real-time context. For this campaign, Mundial Media will execute a media-only, multi-channel plan across CTV, OLV and high-impact display to drive top-funnel awareness and strong engagement.

Strong past KPI performance, as well as transparent reporting and competitive delivery across past NHTSA campaigns, position Mundial Media as a strong complement to the 2026 CIOT plan. Additionally, Mundial media will help maintain efficiency at a national scale while allowing for heavier investment in primary and secondary states with higher rates of unrestrained fatalities (see [Figure 2](#)).

### **Video**

The video buy includes :15 and :30 CTV and pre-roll placements featuring interactive full-screen video, complemented by premium :15 and :30 OLV placements to drive high-impact awareness and engagement across digital video environments.

### **Digital Display**

High-impact adhesion units, supported by interscroller, interstitial and quickslider formats, will drive attention and engagement, with added-value placements extending reach across premium digital environments.

## **Pixability—General Market**

Pixability is a certified Google partner that activates high-impact advertising across YouTube’s skippable, non-skippable and Shorts formats. While the buy runs directly within YouTube, Pixability enhances performance through secured, reservation-style bidding that allows rates to be locked in while maintaining access to premier placements. Aligned with NHTSA’s campaign flighting, this execution will serve as a test to evaluate whether CIOT performance can be matched or improved by leveraging YouTube’s higher-reservation inventory through Pixability’s optimized approach.

### **Video**

OLV video units will run across YouTube, leveraging a mix of skippable and non-skippable placements along with Shorts to deliver CIOT messaging across both long-form and short-form viewing environments.

## **Relevant+—Spanish-Language Market**

Relevant+ is a Spanish-language digital media partner that helps brands connect with U.S. Spanish-speaking audiences through relevant storytelling. Leveraging a mix of influencer partnerships, social platforms and its owned digital publishing network, Relevant+ has demonstrated strong historical performance engaging Spanish-speaking male audiences (particularly younger users) across entertainment, sports, music and lifestyle content. For this campaign, Relevant+ will activate trusted creators to drive high engagement and resonance, complemented by added-value display placements to extend reach and reinforce message recall through efficient, audience-relevant environments using proprietary audience segmentation.

### **Video**

Premium video placements will include :15 and :30 CTV/OTT and OLV executions, delivering high-quality video exposure across premium streaming and digital video environments.

### **Digital Display**

Added-value standard display placements will support the campaign to extend reach and reinforce messaging.

### **Paid Social Media**

Instagram Reels and Stories will feature a talent-led, scripted PSA developed by Relevant+ as part of the 2026 CIOT influencer activation. This walk-and-talk format is led by a trusted influencer and designed to feel current, approachable and direct, blending real-world movement with clean animation, on-screen text and clear facts. The creative centers on a simple, universal truth: a “click” signals something is secure or done the right way. Paired with thoughtful visuals, voiceover and concise facts, the PSA reinforces that buckling up is the simplest step that protects lives every day, closing with a clear CIOT call to action.

## **SBS AIRE—Spanish-Language Market**

SBS AIRE is a Spanish-language audio partner well suited to deliver consistent reach and frequency among Spanish-speaking men ages 18 to 34 years old through a primarily terrestrial radio approach. The plan centers on :30 branded spots across the network's top stations, supported by added-value audio streaming placements to extend reach into digital listening environments while maintaining efficiency. With a network of high-rated stations reaching more than 25 million weekly listeners across 250+ affiliates, SBS AIRE consistently meets or exceeds performance benchmarks for NHTSA campaigns and provides a strong, exclusive audience that minimizes duplication across other audio partners.

### **Audio**

The audio plan will feature :30 terrestrial radio spots across the network, delivering consistent reach and frequency in high-attention listening environments. As added value, the plan includes :30 audio streaming placements supported by companion banner ads to extend reach into digital listening moments and reinforce the message visually.

## **Skyview—Spanish-Language Market**

Skyview is a Spanish-language audio partner selected for its national scale and premium sports and entertainment programming across all top 50 Spanish-language markets. The network is particularly effective at reaching Spanish-speaking men—an audience that over-indexes on sports consumption and brings strong passion and attention to live broadcasts. For this flight, the plan includes :30 network radio spots across Skyview's Spanish-language sports networks, delivering national coverage with heavier investment in the 28 primary and secondary states and Washington, D.C., with higher rates of unrestrained fatalities. The plan will also leverage a Spanish-language MLB and NBA play-by-play two-team rotator, integrating messaging into live regular-season baseball and playoff basketball broadcasts.

### **Audio**

National and targeted audio placements will deliver :30 spots with broad coverage and heavier investment across 28 priority states and Washington, D.C., ensuring strong reach and frequency where impact is most needed. The plan includes Spanish-language MLB and NBA play-by-plays using a two-team network rotator to reach fans during live, high-attention sports moments, with added-value :30 units further reinforcing the message.

## **Sinclair—General Market**

Sinclair Broadcast Group is a diversified national media leader and one of the largest local television broadcasters in the United States, operating approximately 185 stations across 85 markets and affiliated with major broadcast networks. Sinclair delivers content across a robust mix of channels, which include linear TV, CTV, OLV, display, social and audio, reaching audiences through over-the-air broadcast, cable and satellite distribution, and digital streaming platforms. Its sports portfolio, including AMP Sports, provides high-profile coverage of major sporting events and direct access to highly engaged fans.

With strong targeting capabilities, close fan relationships and access to influential talent, Sinclair has consistently delivered mass reach, added value and high engagement across past NHTSA campaigns.

## Video

Linear TV and CTV placements will run alongside live sports and news programming, and will include NBA, motor racing, MLB, golf, soccer and live news. Placements on these programs will deliver high-impact reach during premium viewing moments. This will be complemented by OLV placements within live-streamed sports coverage to extend visibility across digital environments. Video creative will be produced in long form (three to five minutes) and strategically cut down into :60, :30 and :15 assets to ensure flexibility and optimized performance across all video placements.

Additionally, Sinclair has proposed a concept titled “White Board Session,” featuring NBA legends Vince Carter and Tracy McGrady in a minimalist training and podcast-prep setting as they map out the day ahead. The spot begins in the car, with Carter and McGrady heading to training and buckling up before they even pull out, framing it as the first “rep” of the day. As a rolling whiteboard fills with overlapping tasks and distractions, including travel-based moments like “Drive to Training,” “Studio Record,” and “Pick Up Kids,” it shows how driving is a natural part of their routine. Enforcement messaging is woven into their conversation rather than depicted through a citation scene, keeping the tone clean and authentic. The concept resolves with the board wiped clean, leaving a single message, “Buckle Up,” reinforcing CIOT as the foundation; it’s not a random task, but the simple habit that starts the day.

**Figure 8: “White Board Session” Concept**



## Audio

The audio buy will include custom host-read podcast integrations across high-profile, talent-led shows. Hosted by trusted voices such as Matt Leinart and Jerry Ferrara on “Throwbacks,” and NBA Hall of Famers Vince Carter and Tracy McGrady on “Cousins,” these integrations will run as dedicated, branded segments positioned around peak NBA moments when listener engagement is highest. The messaging aligns naturally with themes of preparation, accountability and smart decision-making, once again reinforcing seat belt use as a personal standard rather than a reminder. To extend reach beyond audio, select segments will also be repurposed and shared across social platforms and YouTube, reinforcing CIOT messaging across multiple touchpoints.

## **Digital Display**

Display placements will run across Sinclair Broadcast Group’s digital properties, dynamically targeted by geography and gender to maximize relevance. Additional placements within national traffic and weather apps will reach drivers during key pre-drive moments, capturing attention as audiences check conditions before getting on the road.

## **Paid Social Media**

To extend reach beyond the initial content, podcast talent will repost assets across their social channels, speaking directly to their fans and driving organic conversation around distracted driving. To further scale impact, the content will also be adapted into vertical cut-downs and deployed as paid social across Instagram and Facebook, with a focus on Reels and Stories for premium visibility and targeted reach.

## **Snapchat—General and Spanish-Language Markets**

Snapchat will reach men ages 18 to 34 years old using first-party audience targeting aligned with NHTSA’s CIOT objectives. The plan will target users with demonstrated interests in sports, health and wellness, travel, fashion, outdoor activities and music. By layering age-, gender- and interest-based targeting, NHTSA can deliver seat belt safety messaging in high-attention Snapchat experiences, connecting with younger male drivers in moments that feel natural and engaging within their daily content consumption.

## **Paid Social Media**

Across both the general market and Spanish-language plans, Snapchat will be activated through a mix of Snap ads and sponsored Snaps, ensuring consistent CIOT visibility in high-impact, full-screen placements that reach users directly within their daily content experience.

As part of the general market Snapchat activation, a custom AR lens will invite users to actively engage with CIOT messaging through an interactive, gamified experience. The Snap AR Lens features a fast-paced, gamified experience where users match Bitmoji cards representing their friends, then swipe diagonally to “buckle” them in before time runs out. Each successful action reinforces seat belt safety, ending with a score that shows how quickly users secured their friends, paired with an enforcement message. By combining Bitmoji personalization with timed matching and swiping, the lens creates a fun, social and highly replayable interaction that keeps the safety message front and center.

## **Univision—Spanish-Language Market**

Univision is one of the largest Spanish-language media companies serving Spanish-speaking audiences in the United States and across the Americas. Through broadcast television, digital platforms, streaming services and audio content, Univision delivers news, sports, entertainment, music and cultural programming to a wide Spanish-speaking audience. Its sports coverage, live events and music programming are major draws for viewers, and the network continues to rank as a top Spanish-language television destination in key demographics. Additionally, Univision is part of TelevisaUnivision, a leading global Spanish-language media and content organization with a vast library across platforms.

## **Audio**

TelevisaUnivision’s Uforia Audio Network will serve as a Spanish-language audio partner, leveraging national scale and premium entertainment and sports programming to reach Spanish-speaking male audiences in culturally relevant environments. The :30 radio spots across Uforia Audio Network will be supported by pre-recorded :15 and :30 mentions. As added value, CIOT messaging will be integrated through live and recorded mentions during key sports moments, including regular-season MLB, Liga MX and European League coverage, aligning the campaign with high-interest passion points such as soccer, baseball, and trusted talk and sports programming.

## **Video**

TelevisaUnivision will deliver premium, Spanish-first linear TV placements within highly trusted and widely viewed programming, leveraging its position as the leading Spanish-language broadcaster to drive broad household reach and awareness. The video plan includes :30 spots running in top-rated sports programming such as “Contacto Deportivo,” “Fútbol Central” and Liga MX playoff coverage, reinforcing CIOT messaging within culturally relevant content environments. As added value, a lower-third placement during Liga MX playoffs will further amplify visibility during high-attention moments.

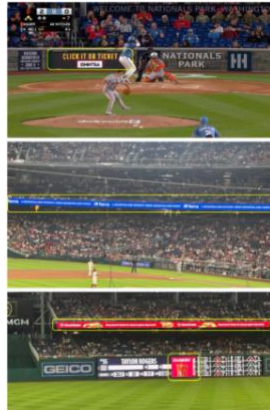
## **Van Wagner**

Van Wagner is a leading sports advertising and entertainment agency that helps brands connect with sports fans through in-venue signage, sponsorship placements, live event production and media marketing opportunities across major leagues and sporting events. By leveraging its expertise in high-visibility placements—such as TV-visible signage in professional sports venues and other immersive experiences during game broadcasts—Van Wagner can help reach active, sports-engaged audiences during relevant sports seasons, while also offering two times the measurable impressions through organic social reposting to extend campaign reach beyond the venue and broadcast environment.

## **OOH**

This OOH opportunity leverages TV-visible home plate signage during 2026 regular-season MLB games throughout the 2026 CIOT campaign flight and will deliver impactful exposure both in-stadium and on broadcast. The campaign signage appears for one half-inning per game, generating an estimated 2:45 minutes of TV visibility alongside 6–12 minutes of in-stadium presence. The CIOT brand logo and messaging will be visible during all regionally televised games, with additional exposure through nationally broadcast matchups. Across the flight, the placement would span 340 games and an estimated 810 telecasts, driving sustained, high-profile reach throughout the season.

**Figure 10: Example of Game Signage**



As added value, Van Wagner will build upon the campaign by leveraging the visibility and cultural relevance of MLB to amplify NHTSA’s seat belt safety messaging to the 18- to 34-year-old male target audience during the campaign period at a nationally and regionally televised Washington Nationals game. This added-value opportunity will run in partnership with Van Wagner Sports and Entertainment and MLB at the Washington Nationals stadium during select regular-season games. The core media placement includes TV-visible home plate signage, airing for one half-inning per game and is designed to deliver strong on-air visibility during live broadcasts.

The added-value program will also include an in-stadium LED ribbon and outfield scoreboard signage, reinforcing the message to fans in attendance. Campaign exposure will be further extended through post-air highlight distribution, including national and local sports coverage, MLB-owned platforms and social media amplification.

## **Venatus—Spanish-Language Market**

Venatus is an advertising technology platform specializing in gaming and entertainment, delivering programmatic and direct placements in, around and away from the game across premium sites, apps and in-game environments. For the 2026 CIOT campaign, Venatus will leverage its site and mobile portfolios to reach Spanish-speaking men ages 18 to 34 years old with high-engagement, attention-grabbing formats tailored to mobile, console and esports audiences. The partner’s strong performance during the 2025 CIOT campaign, which exceeded engagement VTR and CTR benchmarks, underscores its effectiveness and fit for reaching this core gaming demographic.

### **Video**

Premium in-app rewarded video placements will deliver high-attention exposure, complemented by standard skinned cross-device video units designed to maintain consistent visual presence across screens. Both the premium and standard video placements will be supported by added-value OLV units to extend reach and reinforce message frequency. In addition, a custom mini-quiz activation provides an interactive way for NHTSA to communicate the campaign message and meaningfully engage Spanish-language male audiences.

## Digital Display

High-impact adhesion premium expandable takeovers will anchor the display presence, supported by an in-app custom playable mini-quiz designed to drive interaction. Added-value display units will further extend reach and reinforce messaging across both the expandable takeover and the playable mini-quiz experiences.

Figure 11: High-Impact Expandable Takeover



## 5.0 Campaign Summary

Channel	Tactic	Partner	2026 Budget	Estimated Paid Impression	Estimated AV Impressions	Estimated Total Impressions
<b>Audio</b>			<b>\$1,698,204.50</b>	<b>166,028,718</b>	<b>36,301,169</b>	<b>202,329,887</b>
	Radio	Compass Media—GM	\$450,020.00	42,484,500	10,722,700	53,207,200
	Radio	Entravision—SL	\$50,000.00	5,940,000	685,000	6,625,000
	Radio	iHeartMedia—GM	\$400,000.00	59,401,071	12,227,572	71,628,643
	Radio	SBS AIRE—SL	\$85,000.00	10,563,000	0	10,563,000
	Radio	Skyview—SL	\$30,217.50	1,693,800	402,000	2,095,800
	Radio	Univision Audio—SL	\$127,500.00	18,147,000	5,139,400	23,286,400
	Digital Audio	banMe—GM	\$140,000.00	7,777,778	1,555,556	9,333,334
	Digital Audio	Entravision—SL	\$50,000.00	7,692,308	2,153,846	9,846,154
	Digital Audio	iHeartMedia—GM	\$55,000.00	5,000,000	1,830,645	6,830,645
	Digital Audio	SBS AIRE—SL	\$0.00	0	1,584,450	1,584,450
	Podcast	iHeartMedia—GM	\$45,000.00	2,115,646	0	2,115,646
	Podcast	Sinclair—GM	\$255,467.00	5,213,615	0	5,213,615
<b>Display</b>			<b>\$3,231,309.50</b>	<b>264,870,496</b>	<b>65,485,664</b>	<b>330,356,160</b>
	Display	AllGear—GM	\$83,596.00	3,784,051	1,460,832	5,244,883
	Display	banMe—GM	\$260,000.00	36,159,420	9,043,478	45,202,898
	Display	banMe—GM	\$0.00	0	0	0
	Display	banMe—SL	\$100,000.00	7,692,308	0	7,692,308
	Display	Fandom—GM	\$1,090,280.00	52,738,067	22,174,997	74,913,064
	Display	GumGum—GM	\$246,563.00	29,937,721	9,952,302	39,890,023
	Display	iHeartMedia—GM	\$0.00	0	2,884,615	2,884,615
	Display	Live Nation—GM	\$39,000.00	3,000,000	0	3,000,000
	Display	MobileFuse—GM	\$265,000.00	45,000,000	6,750,000	51,750,000
	Display	Mundial Media—SL	\$87,000.00	5,883,929	2,217,857	8,101,786
	Display	Relevant+—SL	\$0.00	0	3,000,000	3,000,000
	Display	Sinclair—GM	\$1,029,820.50	79,750,000	7,862,833	87,612,833
	Display	Venatus—SL	\$30,050.00	925,000	138,750	1,063,750
<b>OOH</b>			<b>\$1,043,500.00</b>	<b>73,169,588</b>	<b>18,664,561</b>	<b>91,834,149</b>
	OOH	Live Nation—GM	\$43,500.00	2,694,445	5,694,444	8,388,889
	OOH	Momentara—GM	\$500,000.00	42,857,143	6,530,117	49,387,260
	OOH	Van Wagner—GM	\$500,000.00	27,618,000	6,440,000	34,058,000
<b>Paid Social</b>			<b>\$1,931,820.00</b>	<b>104,381,516</b>	<b>24,094,817</b>	<b>128,476,333</b>
	Paid Social	AllGear—GM	\$566,000.00	7,555,665	3,749,872	11,305,537
	Paid Social	Blast-eSports—GM	\$46,250.00	9,250,000	3,450,000	12,700,000
	Paid Social	Fandom—GM	\$109,720.00	5,000,000	0	5,000,000
	Paid Social	Live Nation—GM	\$165,000.00	5,500,000	0	5,500,000
	Paid Social	Meta—SL	\$50,000.00	2,885,375	0	2,885,375
	Paid Social	Relevant+—SL	\$200,000.00	6,666,666	0	6,666,666
	Paid Social	Sinclair—GM	\$444,850.00	25,000,000	8,121,135	33,121,135

	Paid Social	Snapchat—GM	\$300,000.00	37,357,143	8,773,810	46,130,953
	Paid Social	Snapchat—SL	\$50,000.00	5,166,667	0	5,166,667
<b>Video</b>			<b>\$4,505,166.00</b>	<b>212,271,084</b>	<b>32,858,750</b>	<b>245,129,834</b>
	Linear TV	Sinclair—GM	\$643,361.00	23,555,805	2,353,600	25,909,405
	Linear TV	Univision TV—SL	\$191,249.00	507,000	192,000	699,000
	Linear TV	Van Wagner—GM	\$0.00	0	6,440,000	6,440,000
	CTV	GumGum—GM	\$125,000.00	5,472,222	0	5,472,222
	CTV	Mundial Media—SL	\$55,000.00	1,571,429	0	1,571,429
	CTV	Relevant+—SL	\$50,000.00	1,851,850	0	1,851,850
	CTV	Sinclair—GM	\$548,272.00	12,701,983	0	12,701,983
	OLV	AllGear—GM	\$534.00	21,000	0	21,000
	OLV	banMe—SL	\$250,000.00	11,677,419	4,516,129	16,193,548
	OLV	Blast-eSports—GM	\$328,750.00	25,080,000	5,650,000	30,730,000
	OLV	Entravision—SL	\$50,000.00	2,941,176	352,941	3,294,117
	OLV	Fandom—GM	\$300,000.00	15,151,515	0	15,151,515
	OLV	GumGum—GM	\$110,000.00	10,476,190	0	10,476,190
	OLV	Hudl—GM	\$250,000.00	10,000,000	2,000,000	12,000,000
	OLV	Jomboy—GM	\$250,000.00	9,104,000	3,157,333	12,261,333
	OLV	Live Nation—GM	\$352,500.00	12,203,571	0	12,203,571
	OLV	Mundial Media—SL	\$65,000.00	2,600,000	0	2,600,000
	OLV	MobileFuse—GM	\$235,000.00	20,826,211	3,123,932	23,950,143
	OLV	Pixability—GM	\$375,000.00	35,512,987	1,875,000	37,387,987
	OLV	Relevant+—SL	\$50,000.00	2,272,726	0	2,272,726
	OLV	Sinclair—GM	\$220,000.00	6,194,000	2,815,315	9,009,315
	OLV	Venatus—SL	\$55,500.00	2,550,000	382,500	2,932,500
<b>Grand Totals</b>			<b>\$12,400,000.00</b>	<b>820,721,402</b>	<b>177,404,961</b>	<b>998,126,363</b>

## 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 60–70 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 State Media Planning Tips and Tools

## Start with the National Framework

- Review the national media calendar, budgets and creative briefs to understand key flight dates, channel mix and messaging priorities.
- Identify overlapping audiences (e.g., men ages 18 to 34 years old, adult drivers 18 years old and older) to build upon the same research and targeting.

## Localize Audience Targeting

- Use state-specific behavioral, demographic and psychographic insights to refine targeting.
- Overlay local traffic patterns, cultural events or seasonal behavior shifts that may not be reflected in the national plan.
- Adjust creative messaging for regional tone, dialect or imagery to increase local resonance and affinities.

## Optimize Media Mix for Local Impact

- While national media may emphasize an omnichannel approach, states can add hyperlocal layers, such as local radio, targeted social media, geo-fencing and local publisher sponsorships. These may complement the national media or supplement campaigns without national coverage.
- Leverage placements that over-index in your state (e.g., local sports sponsorships, high-performing in-state OOH).

## Integrate Measurement and Attribution

- Consider comparing results using shared KPIs with the national plan (e.g., VTR, CTR, VCR).
- Monitor local performance to track state-specific outcomes and identify optimizations faster than the national cycle.

## Campaign Analysis

- Review campaign performance at the end of a campaign and compare metrics from the national and local levels to find consistencies and anomalies.
- Knowing what works and needs to be tweaked can build stronger campaign performance on each flight.

## **NHTSA Media Plans and State Planning FAQs**

### **Omnichannel Integrated Media Planning Tips:**

**Q: How do we ensure consistency across channels?**

**A:** Start with a unified creative brief and media strategy that clearly defines objectives, audience personas and key messaging. Use consistent tone, visuals and brand voice while tailoring creative formats to each channel's strengths.

**Q: How should we allocate the budget across channels?**

**A:** Use historical performance, audience reach data and test-and-learn strategies to guide allocation. Factor in each channel's role based on mass awareness for reach and digital, social and influencers for engagement.

**Q: How do we integrate traditional, social and digital media?**

**A:** Coordinate timing, messaging and targeting. For example, synchronize CTV spots with paid social media campaigns for retargeting or use DOOH QR codes and geofencing to drive to a mobile landing page. Custom content incorporation can also be a key factor in amplifying the integration of traditional, social and digital media within affinity content.

**Q: How do we measure success in an omnichannel plan?**

**A:** Set unified KPIs aligned with campaign objectives, then track channel-specific metrics to inform optimizations. Balancing reach, frequency and engagement is key. KPIs should be aligned with the channel tactic as well.

**Q: How can we adapt quickly if performance lags?**

**A:** Build flexibility into your plan with contingency budgets. Monitor results quickly and shift dollars to top-performing channels or creative assets. Weekly pacing of campaign performance metrics is recommended to keep a pulse on vendor, innovative and engagement metrics. This allows for optimizations within flight and to find data correlations that tell the story of who is engaging as well as where, when and how they are engaging.

## **Paid and Unpaid Influencer Tips**

**Q: How can influencers be incorporated into media buys as earned versus paid creators?**

**A:** Unpaid influencers, especially micro- and nano-influencers, can be incorporated as added value through negotiated added-value placements within paid media packages. While they are not compensated directly, their participation can be secured as part of broader media buys, where exposure and alignment with a public service message serve as the incentive.

**Q: Can unpaid influencers succeed within a campaign like paid influencers?**

**A:** Use influencers as trusted messengers for public service campaigns; unpaid influencers can act as ambassadors for key messages by creating and sharing content without monetary or product compensation. Their motivation often comes from alignment with the cause, personal connection to the issue or a desire to build credibility with their audience, helping drive awareness, engagement and message adoption.

**Q: How do we find paid or unpaid influencers, especially for resource-limited state offices?**

**A:** Use media partnerships and contacts who have expressed interest in representing the brand.

- For managed campaigns, partner with influencer agencies, which handle legal and usage rights but require minimum spending.
- Negotiate with paid media partners for on-air personalities or local celebrities to be creators.
- Use organic social posts asking for personal stories and assess social reach.
- Identify micro- and nano-influencers who align with your cause and may collaborate for free.
- Leverage partnerships with local sports teams or vetted community voices (e.g., local news anchors or radio hosts, local lifestyle bloggers, community organizers or activists).
- Search hashtags relevant to your campaign or geography to find local advocates (e.g., #tnsafedrivemoms).

**Q: What if an influencer acts in a way that harms the campaign or NHTSA/state brand?**

**A:** Rapid response is critical. For example, the content was promptly removed when NHTSA was alerted to an influencer facing legal issues. Agencies actively monitor influencer activity and retain the right to terminate partnerships if content becomes brand-unsafe. Ongoing monitoring helps safeguard the brand's integrity.

**Q: Can influencers be used for events?**

**A:** Yes, influencers have successfully been integrated at auto shows, fairs, Comic-Con and sporting events, creating authentic content tied to the event journey. Keeping messaging authentic and unscripted helps maintain engagement and trust.

**Q: What advice should be shared about working with influencers?**

**A:** Authenticity is key—avoid overproducing or scripting content heavily.

- Choose creators who naturally align with your brand voice.
- Rough, real content resonates better than polished ads.
- Influencer marketing is becoming a core brand channel tactic, increasing industry budget shares. Research the going market rates for paid influencers and any expectations they might have, as well as the brand, before engaging in contracting.
- Millennials and Gen Z prefer micro- and nano-influencers for authenticity, so a mixed influencer level strategy is recommended.
- Monitoring continuously is key.

**Q: How should I brief creators when using a custom content approach?**

**A:** Provide a clear creative brief with brand guidelines, key messages, dos/don'ts and required disclosures. Allow room for the creator's authentic voice to ensure content feels organic while meeting campaign objectives.

**Q: How do I ensure brand safety when working with influencers?**

**A:** Start by thoroughly vetting influencers before partnerships begin, following established guidelines like those used by NHTSA. Vetting evaluates sensitive areas, such as religion, politics, substance use and brand alignment, with criteria varying depending on campaign needs (for more detailed guidance, outreach to NHTSA is recommended). Once creators are selected, maintain safeguards by reviewing drafts before publishing, setting up continuous monitoring and including contract clauses allowing content removal or partnership termination if brand-safety concerns arise.

**Q: How much creative control should the brand keep when working with influencers?**

**A:** Strike a balance and set clear brand parameters but trust the creator's audience knowledge. Overly scripted content can feel inauthentic and hurt performance.

**Q: How should paid amplification be planned for influencer campaigns?**

**A:** Build a media plan that supports organic reach with paid boosts to top-performing posts. Use platform-specific targeting to reach desired demographics beyond the influencer's organic audience.

## **Custom Content Tips:**

### **Q: What role does custom content play in an omnichannel plan?**

**A:** Custom content can drive deeper engagement by making brand messages more relevant to specific audiences or contexts. Distribute content in multiple formats (video, articles, native ads) across the channels where your audience spends the most time.

### **Q: What is a custom content approach in paid media?**

**A:** It's when ad creative is developed to feel native to the platform and highly relevant to the audience, often blending storytelling with campaign objectives. This can include platform-specific videos, interactive content, sponsored articles or tailored visuals that go beyond standard ad formats.

### **Q: Why use custom content alongside brand messaging ad units?**

**A:** Custom content typically drives higher engagement because it's designed for the audience and platform environment, not just repurposed from other channels. It builds trust, authenticity and deeper connections with the audience, which can lead to stronger results over time and, when run in rotation with the brand messages, can amplify both.

### **Q: What are the best practices for developing custom content?**

**A:** Start with clear audience insights and objectives.

- Design for the platform's native look and feel and audience content consumption.
- Keep brand messaging integrated but not overpowering.
- Test multiple creative variations to optimize performance.

# 8.0 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, HBO 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.