



2026 Speed Prevention Campaign

Media Buy Summary

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1.0 Executive Summary

The National Highway Traffic Safety Administration’s (NHTSA) 2026 Speeding Catches Up With You campaign addresses speeding as a systemic and behavioral risk, one that remains deeply normalized among men 18 to 44 years old, despite its outsized contribution to roadway fatalities and serious injuries. Speeding continues to be framed by many drivers as situational, acceptable or controllable, particularly during routine travel or on familiar roads. This campaign is designed to challenge that perception by reinforcing the reality that speeding consistently carries consequences, regardless of intent, experience or circumstance.

Aligned with the principles outlined in NHTSA’s 2026 Annual Media Work Plan, the campaign adopts a strategic, engagement-led media approach that prioritizes attention quality over sheer exposure. Rather than relying solely on social norming messaging, the strategy positions speed prevention within the cultural contexts that shape everyday decision-making—sports, entertainment, gaming, fitness and summer travel—where risk-taking and time pressure are often normalized. By embedding messaging in these environments, the campaign increases relevance and receptivity while reframing safe driving as an informed, intentional choice.

The media strategy balances national scale with contextual precision, using high-impact video, audio, out-of-home (OOH), digital display, paid social media and influencer partnerships to build reach and frequency quickly across the July 6–31, 2026, flight. Channels are selected not only for their scale, but for their ability to deliver messaging during moments of heightened awareness, such as live sports, real-time travel planning, in-vehicle listening and mobile-first consumption, when drivers are most open to reflection and behavior change. Building on the standout success of influencer activations in 2025, credible and culturally aligned creators play a central role in the 2026 approach, embedding campaign messaging within environments where social norms are shaped and reinforcing speed prevention through voices audiences already trust.

Creative execution emphasizes consequences without lecturing, using a reframing lens that connects speeding to missed opportunities, lost control and unintended outcomes. This approach shifts the narrative from speed as efficiency or thrill to speed as a trade-off, one that ultimately “catches up” with drivers. The campaign is supported by continuous optimization toward high-quality impressions and engagement signals, ensuring that placements contribute to message comprehension, recall and perceived risk rather than passive exposure.

These tactics position Speeding Catches Up With You as more than a seasonal awareness effort. The 2026 campaign functions as a sustained behavioral intervention, leveraging culture, context and media intelligence to disrupt normalized speeding behavior, reinforce accountability and support safer driving decisions during one of the highest-risk periods of the year.

2.0 Campaign at a Glance

2.1 Planned Campaign Assets

Campaign materials are available at TrafficSafetyMarketing.gov.

Figure 1: Campaign Assets—Speed Prevention

Language	Asset Title	Types/Lengths	Additional Assets
English	Dog Walker	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	Ve Todo El Daño	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 begin on Monday, July 6, 2026, and continue through Friday, July 31, 2026.

2.3 Working Media Budget

The total budget for the 2026 Speeding Catches Up With You campaign is \$9,900,875.

2.4 Target Audience

The primary target audience is men 18 to 44 years old. Within the target audience are two generations, Millennials and Gen Z, who make up the majority of high-risk speeders. The demographics of the target audience are broad, and the media plan will strive to balance delivery to all portions of the audience.

3.0 Media Goals and Strategy

The goal of the 2026 Speeding Catches Up With You campaign is to reduce speeding and speeding-related injuries and traffic fatalities. To increase awareness and visibility of the dangers of speeding, the media plan will rapidly build reach and frequency, ensuring the target audience is exposed to NHTSA’s message three to five times over the three-and-a-half-week campaign period. Campaign optimization will prioritize high-quality impressions and meaningful engagement to ensure the message resonates and drives impact.

3.1 Channel Overview

NHTSA will implement an omnichannel paid media strategy that includes video, audio, OOH, digital display and paid social media. This approach will use media vendors tailored to 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 videos 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 traditional and digital audio platforms, these tactics are 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**—OOH advertising is a form of advertising that people encounter 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 comprises 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

Media vendors are selected based on their ability to activate nationally across one or more of the campaign's channels while efficiently reaching the full target audience. This approach aligns with the 2026 Annual Media Work Plan by prioritizing vendors that deliver both scale and strong engagement within the audience's key passion points, including sports, fashion, gaming, music, travel, adventure, fitness and entertainment.

Vendor evaluation emphasizes four core criteria:

1. **Proven performance** with the target audience, demonstrating the ability to reach high-risk segments effectively.
2. **Strength in culturally relevant environments**, ensuring messaging is embedded in contexts where social norms and behaviors are shaped.
3. **Capability to deliver measurable engagement** across video, audio, OOH, digital display and paid social media.
4. **Track record in leveraging custom content and influencer-driven storytelling** to deepen resonance and authenticity.

Selections also reflect key learnings from the 2025 campaign: 360° campaigns, rich interactive media and culturally aligned activations consistently exceeded engagement benchmarks. Influencer collaborations and talent-led content proved especially effective in connecting with men 18 to 44 years old, amplifying messaging with credibility and relatability. By integrating these evidence-based strategies, the 2026 media vendor approach is designed to maximize efficiency, engagement and the behavioral impact of NHTSA's speed prevention messaging.

4.0 Selected Media Vendors

The 2026 Speeding Catches Up With You national media plan includes the media vendors listed below. Given NHTSA’s omnichannel paid media strategy, some vendors are utilized across multiple channels to maximize reach and ensure effective message delivery. Frequency is three to five times across all vendors.

Figure 2: Media Vendor Channel Mix and Measurement Benchmarks

Channel	KPI Goals	Vendors
Video	Linear TV—Reach and Frequency OLV and CTV/OTT—VTR: 35%/30% VCR: 80%+	Ampersand banMe Booked Media Live Nation MobileFuse National CineMedia Univision Venatus WWE
Audio	Terrestrial Radio—Reach and Frequency Digital Audio—LTR: 85%+ CTR: .05%+	AIRE Radio Networks Compass Media Corsa Media Entravision Fandom Sinclair Skyview Networks Univision Westwood One
OOH	Reach and Frequency	Live Nation Momentara National CineMedia Van Wagner
Digital Display	CTR: .14%+	Adsmovil banMe Booked Media Equativ Live Nation MobileFuse Momentara Venatus WWE
Paid Social Media	CTR: .10%+ VTR: 30%–40% ER: .50–15% *	Adsmovil Booked Media Compass Media Later Live Nation Meta Snapchat WWE

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

**Paid social media engagement rates are highly variable based on placement.*

In the details below:

** Denotes custom content*

^ Denotes custom assets created from existing brand assets

Adsmovil—Spanish-Language Market*

Adsmovil is a digital media company specializing in reaching U.S. Spanish-language audiences at scale and connecting brands with audiences through data-driven, premium mobile placements. Through its network of more than 2,500 bilingual publishers, Adsmovil reaches approximately 65% of the U.S. Spanish-speaking population.

For the 2026 Speeding Catches Up With You campaign, Adsmovil will use machine-learning models to analyze online and offline behavioral signals, including search behavior, geotargeting and app usage, to efficiently engage 18- to 44-year-old men through high-interest content environments.

Paid Social Media

Adsmovil will activate a culturally relevant macro-influencer, such as Jonathan Zambrano, Carlos Flores or Jos “JY” Delgado, on Instagram and Facebook to be a part of their creator series, “Ir rapido No te hace Ganar, Te hace Perder” (Don’t Rush, Don’t Miss it). The chosen creator will share POV stories about their theme, “Speed Steals Moments,” noting that speeding doesn’t just put lives at risk; it steals moments you never get back. These concepts will reframe speeding through a FOMO (fear of missing out) lens, not fear or authority. Through their content, the chosen creator will remind their audience that rushing through life means missing what matters most.

Digital Display

As added value, Adsmovil will run standard cross-device digital display ads.

AIRE Radio Networks (Brought to you by SBS)— Spanish-Language Market

AIRE Radio Networks is a leading Spanish-language radio network with a nationwide presence. AIRE offers a robust multimedia platform that includes live radio, podcasts and digital streaming. Its content spans lifestyle, sports and entertainment, making it highly relevant to NHTSA’s Spanish-speaking target audience. For past NHTSA campaigns, AIRE has consistently met or exceeded delivery goals, ensuring strong engagement and effective reach within this key demographic.

Audio

The :30 brand campaign ad will run across popular terrestrial radio programming, airing during high-attention daytime dayparts to reinforce NHTSA’s message to slow down while driving. As added value, AIRE will provide additional :30 branded placements across the terrestrial radio network, extending reach and frequency.

Ampersand—General and Spanish-Language Market

Ampersand is an advanced TV and cross-channel media partner specializing in audience-based addressable advertising. Leveraging authenticated household data and premium streaming inventory, Ampersand enables precise targeting across linear TV, CTV and digital environments.

With reach across 80 million households in 200+ DMAs and 165+ networks, Ampersand delivers scalable, audience-based advertising that reduces media waste while enabling measurable, cross-screen delivery.

Video

The Spanish-language video buy will include placements on cable channels and networks such as Univision, TUDN, ESPN Deportes and Fox Deportes. The focus will be on live sports inventory, which has a strong male audience appeal, ensuring the campaign's presence during the Premier League.

For the general market portion of this buy, Ampersand will be implementing CTV placements across its streaming inventory. Given that the key sports inventory for the general market is covered by the Sinclair portion of plan, this will be a mixture of a small portion of sports inventory with a higher focus on other content that indexes high for the target audience, including comedy, travel and Cartoon Network programming, to hit them when they are watching across other formats.

banMe—General and Spanish-Language Market

banMe serves as a core programmatic vendor for the 2026 Speeding Catches Up With You campaign, offering rich and standard media placements within multiple digital channel tactics. It uses data analytics and the digital journey paths of the target audience to drive engagement across the different digital platforms they use. 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

banMe's strategy leverages cross-device OLV and CTV to deliver NHTSA's speed prevention message across the screens most used by young male drivers. OLV will run on YouTube and other premium inventory. CTV will activate programmatically across streaming platforms, with premium placements around live sports and entertainment on Twitch for both the general and Spanish-language markets, and on Hulu and Amazon Prime Video for the general market. Brand ads will also run on live sports and other events that the target audience watches, rather than relying solely on streaming.

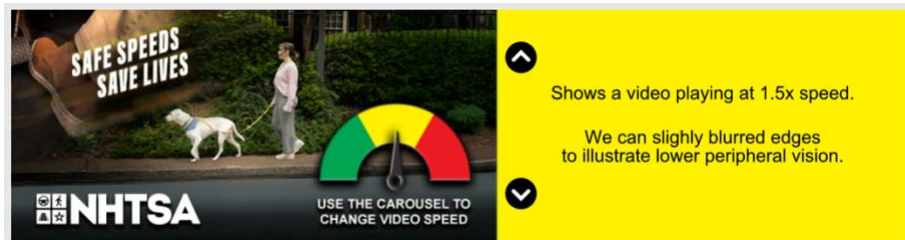
This approach ensures consistent exposure in high-engagement environments aligned with audience interests, with added-value placements included to extend reach and frequency.

Digital Display

For the 2026 Speeding Catches Up With You campaign, the general market plan for banMe will execute a targeted, cross-device display and video strategy designed to reach the audience where they are most actively consuming digital media. This approach ensures consistent exposure to enforcement-focused and emotionally resonant creative across multiple touchpoints.

banMe will run Speeding Catches Up With You-branded banner ads and video placements, complemented by a high-impact interactive carousel. The carousel allows users to adjust a car’s speed and see different outcomes, mirroring real-world consequences and reinforcing the campaign message through direct interaction. As added value, banMe will deliver additional impressions across all digital display placements to extend reach and frequency.

Figure 3: Prototype of banMe’s High-Impact Interactive Carousel



Booked Media—Spanish-Language Market (NEW)*^

Booked Media is a marketing and media partner specializing in connecting brands with U.S. Spanish-speaking and multicultural audiences through culturally relevant digital media, influencers and branded content. With deep roots in sports, entertainment and community-driven storytelling, Booked Media focuses on creating authentic connections that resonate across language, culture and passion points.

Its digital-first, integrated media approach is rooted in cultural relevance and designed to drive awareness, engagement and behavior change among Spanish-language male audiences. Its strategy prioritizes premium digital environments that align with audience interests and media consumption habits.

Video

For this campaign, Booked Media will run Speeding Catches Up With You-branded assets across OLV.

Digital Display

Standard display units will run as part of Booked Media’s digital display approach. These units will be branded Speeding Catches Up With You assets to amplify the campaign messaging. To this end, they will leverage their proprietary tools to enable customized targeting, ensuring NHTSA effectively reaches its audience.

Figure 4: Example of Booked Media’s Standard Display Units



Paid Social Media

Paid social media will be anchored in the umbrella concept “El Límite También Gana” (“Real Wins Respect the Limit”), positioning control, not speed, as the ultimate form of power. Drawing parallels across racing, soccer and everyday life, the concept reinforces the idea that respecting limits leads to real wins on the track, on the field and on the street. By reframing speed as a matter of discipline and decision-making, the message emphasizes that control earns respect and protects what matters most.

To bring this concept to life, social-influencer-led content will feature a well-known athlete, such as NASCAR driver Daniel Suárez, delivering a custom, talent-led video rooted in authenticity and credibility. Through intimate, interview-style storytelling, the content will explore the role of discipline, focus and control in high-stakes environments, drawing direct connections between performance on the track and safe decision-making on the road. The content will launch as a short-form video mini-series, amplified through paid social to extend reach and engagement.

The program will further scale through a partnership with the hosts of the “Sin Llorar” podcast, John Laguna, Mariano Trujillo, Claudio “El Emperador” Suárez and Rodolfo Landeros, which will be the amplification for this unit. Recognized for their authoritative voices and passionate commentary within the soccer community, the hosts will produce NHTSA-branded video content alongside a sponsored podcast integration. Distributed across the podcast and the hosts’ social platforms, this extension will amplify speed prevention messaging and connect with engaged Spanish-language audiences at scale.

Compass Media—General Market*

Compass Media offers a broad portfolio of well-established audio programs broadcast across thousands of radio stations and emerging digital platforms, reaching millions of listeners daily. Its syndicated programming, centered on sports, music, pop culture and lifestyle, aligns closely with the campaign’s target audience.

Audio

For this initiative, the audio strategy will leverage custom-produced vignettes delivered by approved radio talent, pairing compelling, message-forward storytelling with brand campaign ads. The plan prioritizes premium terrestrial radio placements across a broad mix of formats, including adult contemporary, contemporary hit radio, country, urban and rock, supported by strategic dayparting to optimize reach and frequency. Select MLB inventory will further extend scale and contextual relevance.

Syndicated shows include:

- **“The Big D & Bubba Show”**—Country radio’s first successful nationally syndicated morning show, currently heard in over 100 markets. They play the latest country music; discuss country music news, culture and events; and welcome country artists to the studio.
- **“The Greg Beharrell Show”**—Creates a wide range of fantastic, comedic content while spinning musical tales or serenading listeners with a song.
- **“Free Beer and Hot Wings Morning Show” (FBHW)**—This show offers five hours of live and compelling morning drive entertainment programming that is funny, relatable and honest. Celebrating over 15 years on the air, FBHW is heard nationwide.

Paid Social Media

As an added value, Greg Beharrell of “The Greg Beharrell Show” will create custom social videos to amplify NHTSA’s Speeding Catches Up With You message.

Corsa Media—General Market

Corsa Media will support the campaign by focusing on programmatic digital audio, offering access to premium inventory beyond the Spotify and Pandora ecosystems. With strengths across digital audio, podcasting and in-game audio environments, Corsa leverages curated contextual and behavioral targeting to efficiently reach the intended audience at scale. This approach enables delivery of highly targeted impressions through personalized audio placements designed to stand out within premium listening environments.

Existing brand campaign audio will be enhanced with lightweight personalization layers, building on dynamic creative optimization techniques previously used in digital display. Using a core “base” audio script, multiple dynamic elements can be introduced to tailor delivery without altering the core message. These micro-enhancements may include variations in salutations, time-of-day references, contextual cues tied to content consumption (e.g., podcast or gameplay) and geographic references at the DMA level. Voice talent will also be dynamically selected to align with audience demographics, ensuring tonal relevance, such as utilizing a younger, more casual voice when appropriate for Gen Z-focused messaging.

Audio

The audio plan will activate across a mix of digital audio environments, including podcasts and in-game inventory. Podcast placements will prioritize brand-safe content and apply exclusions consistent with existing direct and programmatic buys to minimize overlap. In-game audio will extend reach within popular mobile gaming environments, delivering messages only when audio functionality is enabled while ensuring contextual relevance and user receptivity.

Entravision—Spanish-Language Market

Entravision is well-positioned to reach 18- to 44-year-old Spanish-speaking males through its expansive footprint across linear TV, audio and digital platforms—media environments this audience frequently engages with across multiple touchpoints. Its diverse programming mix spanning sports, music, news and entertainment strongly resonates with young male audiences and supports consistent message delivery at scale.

Entravision radio broadcasting represents top formats across 43 owned-and-operated Spanish-language stations. As part of the plan, Entravision will further harness the passion, emotion and shared cultural moments leading up to the 2026 FIFA World Cup, creating a highly relevant environment for message reinforcement.

Audio

Entravision’s audio activation will leverage :30 custom vignettes across terrestrial radio and streaming audio, tapping into the heightened passion and shared cultural moments building toward the 2026 FIFA World Cup. The vignettes, “Juega El Ofensivo” (“Play Smart. Not Fast.”) and “Toma Control” (“Stay Calm. Under Pressure.”), will each run with two distinct messages during the campaign, aligning Speeding Catches Up With You messaging with the discipline, focus and decision-making central to the sport.

“Juega El Ofensivo” draws a direct parallel between smart offensive play on the field and controlled choices behind the wheel, reinforcing the idea that winning comes from strategy, not speed. “Toma Control” focuses on the critical pause before decisive moments, emphasizing how a single second of attention can change outcomes in both sport and on the road. Both vignettes will close with NHTSA’s speed prevention message to ensure clear message continuity.

The plan also includes cross-device digital audio streaming placements in both :15 and :30 formats, complemented by :30 branded network radio spots featuring custom-recorded scripts and :15 tags. As added value, the buy delivers additional cross-device streaming units, network radio placements and banner ads, further amplifying speed prevention messaging and extending reach across audio and digital environments.

Video

As added value, the target audience for the 2026 Speeding Catches Up With You campaign will be targeted through online video, which will have :15 and :30 pre-roll run across devices.

Equativ—Spanish-Language Market

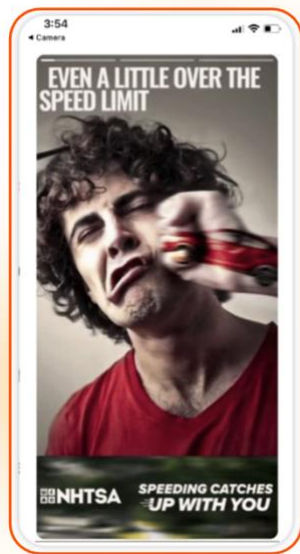
Equativ is a global, independent ad platform that delivers audience-first programmatic activation across premium digital inventory. Leveraging advanced technology, consumer research and data intelligence, Equativ enables efficient, high-quality media delivery with a focus on transparency and control.

For this Spanish-language campaign targeting 18- to 44-year-old men, Equativ provides curated programmatic access to premium environments designed to reach priority audiences at scale. Its data-informed targeting and measurement capabilities support both awareness and engagement objectives while allowing for optimization throughout the campaign flight, making Equativ a strong digital partner for efficient, performance-minded delivery.

Digital Display

This plan will incorporate rich media and premium display placements. The rich media units will be social story ads that adapt vertical videos into native experiences outside social media and a display fact carousel that will share speed prevention facts. These units leverage incremental reach and retargeting, customize messaging based on data cues and employ unique KPI-boosting strategies.

Figure 5: Example of Equativ Story Ad



The premium display banner ad placements will utilize contextual targeting and third-party data segments to effectively reach the target audience. Existing Speeding Catches Up With You assets will be utilized to create interactive HTML5 banner ads that can include engaging calls to action and animations.

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 44-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. They also rank number one in reach among the target audience for top entertainment and gaming sites.

Similar to the 2025 campaign, Fandom’s plan includes a multi-part program that will harness the live event, San Diego Comic-Con (SDCC), which takes place July 23–26, and the high-energy and pop culture moments surrounding “Spider-Man: Brand New Day,” which will premiere during the flight.

Video

Fandom’s video plan includes four co-branded episodes of “Slow Down & Catch Up,” a series led by a trusted influencer who will bring their expertise and community along for the ride. The series will reframe slowing down as a way to unlock deeper, richer experiences, mirroring how choosing the speed limit helps protect the people and communities around us. Throughout the videos, the influencer host will organically integrate NHTSA messaging with a brand reader and NHTSA treatment will be visible across content and promotional elements.

This portion of the buy also includes an additional episode of “Slow Down & Catch Up” live at SDCC. This will be an on-the-ground episode focused on the vehicles hiding in plain sight, spotlighting car-themed cosplay, like Transformers, limited-edition drops and rare comic finds. This video will also be led by Fandom’s chosen influencer, who will host the episode in full cosplay as they guide a tour of SDCC’s vehicles across various facets. This content taps into Fandom’s communities, connecting what’s on the floor to the driving scenes and lore behind it, tying collectibles back to comic origins, tracing vehicle debuts across decades and revealing how even in a convention that moves at top speed, the richest discoveries are found when you slow down and look.

There will also be five :15 custom video cutdowns distributed across the Fandom run of site (ROS) and YouTube run of network (RON), targeting and linking back to the full episode.

Digital Display

The digital display plan will include a Spider-Man and SDCC high-share-of-voice (SOV) blitz sponsorship package, with NHTSA messaging front and center during the flight’s biggest moments. This includes rich media cross-platform takeover and cross-platform featured pre-roll, targeting top-trending Spider-Man and SDCC communities.

This portion of the buy also includes digital display companion banner ad units accompanying the rotational cross-platform video takeover, custom sticky and adhesion desktop and mobile units and a rich media skybox featuring a custom video cutdown.

Paid Social Media

As part of the “Slow Down & Catch Up” series, videos will be boosted across Fandom’s Instagram channel, and social cutdowns will be optimized for short-form distribution.

Later—General Market*

Later is an influencer marketing company that leverages an integrated platform to identify creators using signals from published content, audience engagement and current trends. The approach is full funnel, designed to support client objectives and drive performance across the campaign lifecycle. Each campaign begins with proposals informed by the client’s strategy and goals, followed by using Later’s creator discovery tool to identify creators whose content and engagement align with the brief. The platform also applies brand guidelines to help pre-vet creators, ensuring strong brand fit and an authentic message.

Paid Social Media

Later will activate eight influencers, including four macro- or mega-influencers and four mid-tier influencers, whose content will center on the theme “The Art of the Slowdown.” This approach allows creators to authentically connect the concept of slowing down to their individual craft, highlighting how rushing leads to mistakes while reinforcing why the same mindset should apply to driving behavior. Content will run across Instagram Stories and YouTube Shorts, with paid media support behind all placements to extend reach and maximize impact throughout the campaign.

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 across channels. Live Nation has a broad reach with the world’s largest fan database and social media properties, including millions of addressable fans who amplify messaging beyond live events.

Live Nation will extend the “Play Fast, Drive the Speed Limit” creative platform, originally developed for the 2024 campaign, leveraging its proven performance with the target audience to reinforce message consistency and build on established brand equity across the 2026 flight.

Video

Pre-roll ads will run across the Live Nation Extension Network and SetList.fm to drive awareness, content views and engagement among the target audience. The Live Nation Extension Network will reach 18- to 44-year-old male ticket purchasers and browsers across music, sports and travel—over-indexing genres through Live Nation’s owned-and-operated properties and partner sites.

OOH

Live Nation will integrate Speeding Catches Up With You messaging into the live music experience through digital video placements at amphitheaters, clubs and theaters nationwide. Fifteen-second, non-audio videos will run in a loop before concerts and between sets on venue screens, including stage-adjacent displays and high-traffic, extended-dwell areas such as concession and merchandise locations. The loop will run for approximately 30 minutes and play two to three times per show.

The plan also includes digital spectacular digital OOH (DOOH) placements that are :10 audio boards throughout the venue footprints to further extend reach and reinforce speed prevention messaging.

Digital Display

Live Nation will run standard digital display ads and video pre-roll on its owned-and-operated network of sites, including event pages, team pages, venue pages and concert listings and partner sites targeting men 18 to 44 years old across sports, music and travel.

Paid Social Media

Live Nation's social reach and targeted communication capabilities will help meet fans where they are already engaged organically. Live Nation will boost the campaign's social video posts using custom audience segments for ticket browsers and purchasers of sports and music, and for travelers who over-index in these genres.

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, providing a space for them to 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

Meta's plan will leverage video views and traffic campaign objectives across Facebook and Instagram to build impression scale while prioritizing engagement with the NHTSA video and carousel creative. This approach is designed to strengthen auction efficiency by reaching users most likely to view, engage with and take action on campaign content.

The campaign will target men 18 to 44 years old with a layered targeting strategy that includes broad targeting, relevant interests and ad-engagers. Meta’s optimization engine will use multiple behavioral and contextual signals to dynamically identify users with a higher propensity to engage across both video and traffic objectives.

Placements will span high-impact environments across Instagram and Facebook, including feeds, Reels, in-stream video and video feeds. Meta delivered a strong performance during the 2025 campaign, meeting or exceeding projected benchmarks; as a result, 2026 benchmarks have been calibrated based on this proven success.

MobileFuse—General Market

MobileFuse is a mobile advertising company rooted in in-app technology that runs cross-device and cross-platform, including mobile, CTV, tablet, desktop and more, and 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 geofencing capabilities allow NHTSA to reach young male audiences where and when they spend the most time, including gyms, bars, restaurants and parks. 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.

Video

MobileFuse will deploy :15 and :30 brand video assets across high-impact CTV and OLV placements, reaching the target audience in contextually relevant, real-world environments. Targeting will focus on moments of movement, leisure and decision-making, including sports arenas and stadiums; health and wellness locations such as gyms and fitness studios; travel hubs like airports and interstate rest stops; fashion and retail destinations, including malls and boutiques; as well as outdoor recreation areas and concert venues.

Digital Display

The digital display plan will use a mix of standard mobile display ads and rich media units, which will be activated during the campaign.

A rich media interstitial will demand attention with a non-skippable video depicting a vehicle losing control near a pedestrian. The footage will cut to black at the moment of peak tension, segueing into a rich media experience anchored by the headline: “Safe Speeds Save Lives.” Users will be shown a handful of speeding statistics in an automated gallery, grounding the video’s emotional impact in hard data.

A second playable, rich media interstitial will place users in a first-person neighborhood scenario that demonstrates how speeding impairs a driver’s ability to react in everyday situations. Using simple, single-button controls and familiar residential moments, the experience clearly contrasts safe driving with the consequences of speeding while reinforcing the message that driving the speed limit is an act of care for your community.

Momentara—General Market

Momentara is the largest multi-platform OOH company in the United States. It focuses on non-traditional 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 that this audience frequents, Momentara can specifically reach the target demographics. Its data-driven capabilities also allow targeting by geography and lifestyle affinities.

OOH

By reaching audiences while they are already in their vehicles, digital OOH placements deliver NHTSA's speed prevention message at moments of peak relevance. Gas pump screens offer uninterrupted, one-to-one engagement, complemented by in-store digital displays positioned in high-traffic areas during quick convenience stops. Throughout the campaign flight, :15 brand-video units will run across curated gas pump, convenience store and in-store kiosk placements at partner locations such as Speedway, ACRO, 7-Eleven, Marathon, Shell and CITGO.

Figure 6: Example of Momentara's Digital OOH Placements



Digital Display

Momentara will add value through bonus impressions and mobile retargeting, delivering video to audiences within a one-mile radius of these locations to increase message frequency across the campaign flight while generating insights into audience engagement.

National CineMedia—General Market

National CineMedia (NCM) is the largest cinema advertising platform in the United States, with unparalleled reach and scale. NCM connects brands to young, diverse audiences through the power of movies and pop culture. A premium video, full-funnel marketing solution for advertisers, NCM enhances measurement and results-driven performance. Their leading pre-show, “The Noovie® Show,” is presented exclusively in 42 leading national and regional theater circuits, including the only three national chains: AMC Entertainment, Inc., Cinemark Holdings, Inc. and Regal Entertainment Group. NCM’s cinema platform comprises 18,200+ screens in more than 1,400 theatres in 190 DMAs.

OOH

NHTSA’s Speeding Catches Up With You-branded ads will run during pre-show content and previews in movie theaters nationwide, extending the campaign’s reach in a high-attention environment. During the campaign flight, major theatrical releases such as “Supergirl” and “The Odyssey” will be in theaters, creating timely opportunities for NHTSA to align with key cultural moments. All placements will be limited to NHTSA-approved films to ensure appropriate contextual alignment.

Video

As an added value, NCM will use the NHTSA brand spots to engage the target audience online when purchasing movie tickets, checking show times or watching trailers. In addition, they will have branded spots running across all screens in the lobby and concession areas.

Sinclair—General Market*

Sinclair operates more than 190 television stations across the United States, reaching audiences in over 100 markets through over-the-air broadcasts, multi-channel distributors and digital streaming. One of Sinclair’s key strengths is its extensive sports programming, covering major leagues such as the NBA, MLB and NHL, as well as college sports, which are highly relevant passion points for 18- to 44-year-old adults. For the 2026 Speeding Catches Up With You campaign, Sinclair will activate across multiple channels, including linear TV, CTV, OLV, podcasts, digital display and paid social media. AMP Sports, Sinclair’s national sports network, offers premium placements during high-profile events, ensuring strong visibility. With advanced targeting capabilities, influencer access and deep fan engagement, Sinclair consistently delivers mass reach, added value and high-impact messaging for NHTSA campaigns.

For the 2026 Speeding Catches Up With You campaign, Sinclair will tie all custom messaging to the theme of “This Moment.” This will center on a custom video featuring nationally recognized NFL talent and AMP Sports personalities, to be played across all video formats and to further integrate NHTSA’s speed prevention messaging into their podcast network. Potential talent includes Cam Heyward, a defensive tackle for the Pittsburgh Steelers; Kevin O’Connell, the head coach of the Minnesota Vikings; and Matt LaFleur, the head coach of the Green Bay Packers.

Video

As part of its plan, Sinclair will develop branded video content anchored in the “This Moment” theme, which reframes the conversation from how fast you drive to how present you are behind the wheel. The segment opens with a defining career moment—a play call, a final drive, a split-second decision—requiring total focus. As the subject reflects on that moment, stylized recreations or stock footage bring the intensity of the experience to life, allowing viewers to feel what it means to be fully present. The message then comes into focus: if losing concentration for one second can cost a championship, losing focus at highway speeds can cost far more. Speeding doesn’t just break the law; it pulls you out of the moment, and when presence is lost, consequences follow.

The content will be produced in a long-form version (three to five minutes), with cutdowns to :60, :30 and :15. The video will run across linear TV and CTV, with an emphasis on high-engagement live programming, including NBA, motor racing, MLB, golf, soccer and live news. OLV placements will extend the strategy through live streaming of premium sporting events, maximizing reach in high-attention environments.

Audio

In the audio segment, talent-led shows such as “Throwbacks” (sports and culture), “The Triple Option” (football) and “Cousins” (basketball) will feature custom segments aligned to the campaign. Each podcast show will be a full-focus segment, including live, branded reads before each special segment. Custom segments will tie into the “This Moment” theme by discussing how a split-second decision, on the field or on the road, demanded total focus. These segments will also be reposted on social media and YouTube.

Digital Display

Sinclair will activate weather and traffic sponsorships to deliver NHTSA’s speed prevention message in high-attention, decision-making moments. By aligning with real-time weather, traffic and breaking news content, the campaign will reach drivers as they plan travel and driving behavior, ensuring the message is timely, relevant and highly visible. This approach provides the opportunity to dominate Sinclair’s weather and traffic environments nationwide through integrated partnerships and real-time notifications.

In addition, display units will run across Sinclair-owned and dynamic properties, leveraging geographic and gender targeting to extend reach and reinforce messaging at scale.

Paid Social Media

Sinclair’s selected talent will repost “This Moment” assets across their social channels, speaking directly to their established fan bases to drive organic visibility and conversation. This talent-led distribution extends the creative’s reach beyond paid placements while reinforcing authenticity.

Sinclair will further amplify custom content using proprietary audience data through Meta dark-social placements. Ads will be distributed via influencer and partner accounts rather than corporate profiles, increasing credibility and visibility among priority audiences. This approach efficiently drives viewers to long-form YouTube content for deeper engagement beyond short-form and vertical environments, leveraging the high trust associated with content shared through direct and private channels such as messaging.

Skyview Networks—Spanish-Language Market

Skyview Networks 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.

Audio

The plan includes :30 Spanish-language MLB play-by-play through a two-team network rotator, reaching fans during live, high-attention sports moments. Added value :30 units will further reinforce the message and extend frequency within these premium environments.

Snapchat—General Market*

Snapchat will reach men 18 to 44 years old using first-party audience targeting aligned with NHTSA’s speed prevention 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 speed prevention 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

Snapchat will be activated through Story Ads, delivering Speeding Catches Up With You messaging in high-impact, full-screen placements embedded within users’ daily platform experience.

The activation will also include a custom AR lens designed to drive active engagement with the campaign message. The lens concept for the 2026 Speeding Catches Up With You campaign is “Stay in the Zone,” a gamified, accuracy-based experience. This format is optimized for strong engagement and shareability, with gamified lenses proven to maximize playtime and interaction on the platform.

“Stay in the Zone” challenges users to maintain control within defined limits, reinforcing the importance of steady, intentional behavior rather than speed or impulsive action. This experience delivers a consistent, safety-forward takeaway aligned with the campaign message.

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.

Video

TelevisaUnivision will deliver premium, Spanish-first linear television 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 Campeón de Campeones (Liga XM championship match), MLB games and “Contacto Deportivo” sports news program, reinforcing speed prevention messaging within culturally relevant content environments.

Campeón de Campeones will have dynamic in-game integrations, including a :30 in-studio custom segment and brand spotlight. As added value, a lower-third placement Campeón de Campeones game will further amplify visibility during high-attention moments.

Audio

TelevisaUnivision’s Uforia Audio Network will serve as the Spanish-language audio partner, leveraging national scale and premium entertainment and sports programming to reach Spanish-speaking male audiences in culturally relevant environments. The buy will deliver :30 radio spots and live reads across the network, with a primary focus on high-engagement sports programming, including TUDN, Media Monitors, Fútbol Liga MX and MLB networks.

As added value, Speeding Catches Up With You messaging will be integrated through :15 live and recorded mentions during key sports moments on MLB and Fútbol Liga networks, further reinforcing the message in real-time, high-attention listening environments.

Van Wagner—General and Spanish-Language Market

Van Wagner is a world-leading, full-service sports advertising and entertainment agency that connects brands with audiences through various innovative methods. It specializes in TV-visible in-venue signage, placing brand messages in prominent locations during live sports broadcasts, such as behind home plate in baseball or courtside in basketball, ensuring high visibility to in-person attendees and television viewers. In turn, they become rights-holders for in-game signage placements. Van Wagner’s placements tap into NHTSA’s target audience’s sports passion point, delivering the campaign message across platforms the audience will likely engage with.

OOH

The general market portion of this buy will place advertising within MLB games to reach 18- to 44-year-old male baseball enthusiasts. Campaign messaging will appear as home plate signage visible on television during 120 regular season MLB games. NHTSA will receive one half-inning of signage per game, delivering approximately 2 minutes and 45 seconds of on-air exposure and 6–12 minutes of in-stadium visibility. Campaign logo and messaging will be visible both in-stadium and within television broadcasts across all regularly televised games on home and away networks, with additional exposure during select nationally televised games. This portion of the buy will use custom assets previously developed for the 2024 campaign.

Figure 7: Example of Speeding Catches Up With You Home Plate Signage



As added value, NHTSA will receive additional impressions through post-game highlight coverage on ESPN, SportsCenter and local news programming, as well as social amplification across MLB.com and Facebook.

The Spanish-language portion of this buy will include in-game television visual signage during Campeón de Campeones. During the match, NHTSA signage will be visible for approximately five minutes, with an added-value placement providing an additional minute of exposure during the broadcast.

Venatus—Spanish-Language Market

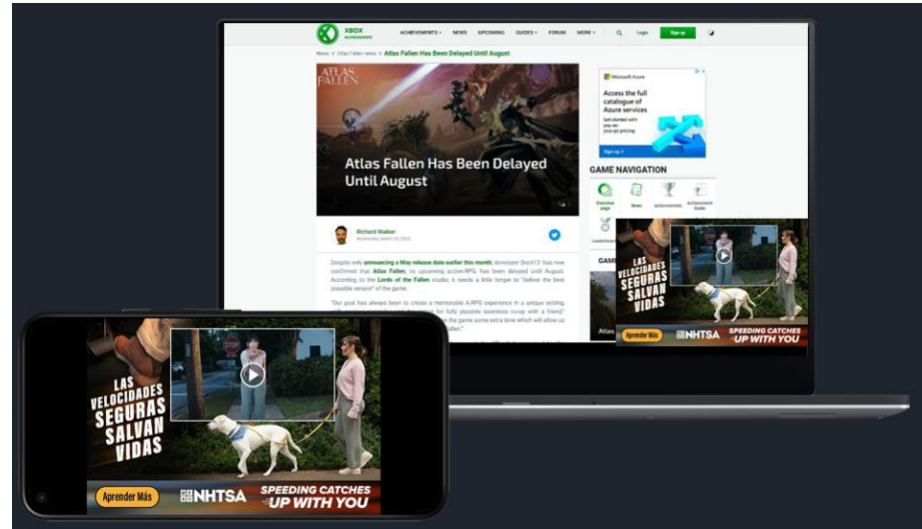
Venatus is a global ad-tech platform focused on gaming and entertainment, providing advertisers with access to premium, brand-safe inventory across exclusive publisher partnerships. The platform supports high-impact video and display placements across direct and programmatic channels, enabling brands to engage audiences in high-attention gaming environments.

Video

Venatus's video plan will leverage a mix of standard and premium OLV formats to maximize reach, attention and engagement across gaming and entertainment environments. The plan includes both skinned cross-device video and in-app rewarded video placements, running in :15 and :30 second lengths.

As added value, Venatus will combine skinned cross-device video and in-app rewarded video formats, providing flexibility to deliver both high-impact reach and deeper user engagement through premium inventory.

Figure 8: Example of Skinned Cross-Device Video



Digital Display

For the digital display portion of the plan, Venatus will deploy high-impact adhesion display formats, including premium expandable takeovers, in-app custom playable ads and in-app static interstitials. This mix delivers strong visual presence, interactive engagement and scalable reach across premium gaming and app environments.

Westwood One—General Market*

Westwood One is the national radio arm of Cumulus Media, with 250 million monthly listeners and 93% of all U.S. listeners. It has affiliates and clearances on over 7,300 radio stations and is associated with the largest sporting and cultural events.

Audio

Westwood One will activate a sports-focused audio partnership anchored by NHTSA Slow It Down Safety Ambassador Drake C. Toll to reach 18- to 44-year-old male sports fans during the 2026 Speeding Catches Up With You campaign. Toll will deliver a :60 live read, along with :30 and :15 recorded reads running across Westwood One Sports properties, including live play-by-play, sports talk, podcasts and streaming audio. These placements ensure NHTSA's speed prevention message reaches listeners in high-attention, in-car environments.

The activation includes a custom-branded content series, "The Speed Trap: No Second Chances," airing across Westwood One Sports radio, podcast and streaming platforms. The series uses sports-themed storytelling to reinforce the idea that, both on the field and on the road, there are no replays or second chances when speed takes over.

In addition, Westwood One will air a daily custom feature, “A Quick Look Around Baseball with Drake C. Toll,” presented by NHTSA. The segment highlights updates from around baseball while drawing parallels between how speed affects outcomes in the game and how speeding on the road can permanently change lives. Each feature concludes with a :10 NHTSA live read using approved campaign copy.

NHTSA speed messaging will also be integrated across additional Westwood One Sports segments and features airing during top sporting events throughout the campaign flight, including billboards and voiced reads. Collectively, this approach delivers strong reach, sustained frequency and credible reinforcement of NHTSA’s speed prevention message within premium sports environments.

Terrestrial radio and streaming extensions will focus on premium sports content, including NFL preseason, NCAA college football, the HBCU Hall of Fame, Infinity Sports Network, Jim Rome on X, Rich Eisen and Bleav in sports. Top music and entertainment syndicated radio hosts will feature hour-long special takeovers, including voiced reads and custom vignettes focusing on speed prevention messaging from key radio personalities.

Digital Display

As added value, standard banner ads will be featured on the Cumulus Media website and WestwoodOneSports.com.

WWE—General Market*

WWE is a global sports entertainment company and one of the most consistently engaging media brands for 18- to 44-year-old men. With 80 million fans nationwide and a YouTube presence that rivals major professional sports leagues, WWE’s reach extends well beyond live events into year-round digital, social and streaming consumption. Central to that reach is the WWE superstar—a performer whose character and storylines build long-term fan loyalty that translates directly into audience trust. Fans don’t just watch WWE; they follow specific superstars across platforms, which makes talent-led messaging a credible, high-attention vehicle for speed prevention content.

Video

The WWE plan includes sponsorships with superstar Shaemus for one “Celtic Warrior Workouts” episode, one “UpUpDownDown” episode on their gaming channel and two episodes of WWE’s “Top 10.”

The “Celtic Warrior Workouts” episode will feature an opening billboard with the campaign logo and a verbal “presented by” mention from the superstar himself. The sponsorship of WWE’s “Top 10,” which counts down all the action-packed moments from WWE’s past and present, will include similar elements, such as opening and closing billboard graphics with the campaign logo, along with a minimum of seven rotational corner logo placements throughout the episode. All the content from “Top 10” will be distributed across WWE.com, YouTube and social platforms.

The “UpUpDownDown” episode will feature the campaign logo, accompanied by a superstar verbal “presented by” read at the start of the stream. The campaign logo will also appear on picture-in-picture frame graphics, which are visible for most of the episode. There are also opportunities to integrate themes into the content.

Digital Display

As added value, digital media placements will keep speed prevention messaging present across the WWE ecosystem throughout the flight.

Paid Social Media

The buy will include a Speeding Catches Up With You logo inclusion on tune-in promotional posts on “UpUpDownDown” social platforms. A WWE superstar will also be chosen to speak specifically to the target audience across their personal social platforms through a new custom social video or photo assets.

5.0 Campaign Summary

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

	Budget	Paid Impressions	AV Impressions	Total Impressions
Audio	\$ 1,707,348.00	259,800,573	80,491,743	340,292,316
Digital Audio	\$ 690,000.00	38,984,973	7,520,952	46,505,925
English	\$ 650,000.00	30,984,973	5,180,952	36,165,925
Sinclair	\$ 250,000.00	5,080,211	0	5,080,211
Corsa	\$ 400,000.00	25,904,762	5,180,952	31,085,714
Spanish	\$ 40,000.00	8,000,000	2,340,000	10,340,000
Entravision	\$ 40,000.00	8,000,000	2,340,000	10,340,000
Network Radio	\$ 1,017,348.00	220,815,600	72,970,791	293,786,391
English	\$ 800,000.00	177,805,800	62,066,991	239,872,791
Westwood One	\$ 400,000.00	93,514,800	32,322,500	125,837,300
Compass Media	\$ 400,000.00	84,291,000	29,744,491	114,035,491
Spanish	\$ 217,348.00	43,009,800	10,903,800	53,913,600
Entravision	\$ 66,798.00	15,774,000	1,782,000	17,556,000
SBS AIRE	\$ 64,050.00	6,406,000	1,070,000	7,476,000
Skyview	\$ 3,315.00	39,000	6,000	45,000
Univision Audio	\$ 83,185.00	20,790,800	8,045,800	28,836,600
Display	\$ 1,728,538.00	142,306,784	62,003,426	204,310,210
English	\$ 1,557,638.00	121,936,784	52,347,926	174,284,710
Fandom	\$ 545,000.00	29,070,295	7,653,061	36,723,356
MobileFuse	\$ 289,000.00	33,174,605	5,674,604	38,849,209
Sinclair	\$ 429,868.00	24,666,667	30,750,000	55,416,667
banMe	\$ 237,770.00	31,025,217	8,270,261	39,295,478
Live Nation	\$ 56,000.00	4,000,000	0	4,000,000
Spanish	\$ 170,900.00	20,370,000	9,655,500	30,025,500
Booked Media	\$ 10,000.00	1,000,000	2,250,000	3,250,000
Venatus	\$ 40,900.00	1,370,000	205,500	1,575,500
Equative	\$ 120,000.00	18,000,000	4,500,000	22,500,000
Adsmovil	\$ -	0	2,700,000	2,700,000
OOH	\$ 1,487,500.00	132,213,995	20,472,304	152,686,299
English	\$ 1,455,000.00	127,983,995	19,626,304	147,610,299
Van Wagner	\$ 500,000.00	57,373,000	6,693,000	64,066,000
Momentara	\$ 475,000.00	40,714,286	6,203,612	46,917,898
Live Nation	\$ 280,000.00	25,625,000	4,166,667	29,791,667
NCM	\$ 200,000.00	4,271,709	2,563,025	6,834,734
Spanish	\$ 32,500.00	4,230,000	846,000	5,076,000
Van Wagner	\$ 32,500.00	4,230,000	846,000	5,076,000
Paid Social	\$ 1,655,000.00	116,153,175	16,200,000	132,353,175

English	\$ 1,330,000.00	96,986,509	16,200,000	113,186,509
Fandom	\$ 55,000.00	5,000,000	0	5,000,000
WWE	\$ 550,000.00	6,464,286	2,000,000	8,464,286
Live Nation	\$ 75,000.00	2,500,000	0	2,500,000
Snapchat	\$ 300,000.00	51,222,223	14,000,000	65,222,223
Later	\$ 350,000.00	31,800,000	200,000	32,000,000
Spanish	\$ 325,000.00	19,166,666	0	19,166,666
Booked Media	\$ 125,000.00	2,222,222	0	2,222,222
Snapchat	\$ 50,000.00	6,666,667	0	6,666,667
Adsmovil	\$ 125,000.00	7,500,000	0	7,500,000
Meta	\$ 25,000.00	2,777,777	0	2,777,777
Video	\$ 3,322,489.00	124,134,146	16,514,661	140,648,807
CTV	\$ 1,367,144.00	33,533,449	7,265,537	40,798,986
English	\$ 1,267,144.00	30,922,317	6,790,534	37,712,851
Ampersand	\$ 550,000.00	12,934,220	2,826,248	15,760,468
MobileFuse	\$ 105,000.00	3,500,001	392,857	3,892,858
Sinclair	\$ 312,144.00	6,416,667	0	6,416,667
banMe	\$ 300,000.00	8,071,429	3,571,429	11,642,858
Spanish	\$ 100,000.00	2,611,132	475,003	3,086,135
Ampersand	\$ 50,000.00	944,465	141,670	1,086,135
banMe	\$ 50,000.00	1,666,667	333,333	2,000,000
Linear TV	\$ 593,501.00	16,473,557	3,994,961	20,468,518
English	\$ 497,094.00	15,988,052	3,918,000	19,906,052
Van Wagner		0	918,000	918,000
Sinclair	\$ 497,094.00	15,988,052	3,000,000	18,988,052
Spanish	\$ 96,407.00	485,505	76,961	562,466
Univision TV	\$ 96,407.00	485,505	76,961	562,466
OLV	\$ 1,361,844.00	74,127,140	5,254,163	79,381,303
English	\$ 1,155,894.00	62,791,638	3,461,118	66,252,756
Fandom	\$ 275,000.00	14,659,091	0	14,659,091
MobileFuse	\$ 156,000.00	13,777,779	2,081,808	15,859,587
Sinclair	\$ 235,894.00	5,916,667	0	5,916,667
banMe	\$ 300,000.00	18,844,595	1,379,310	20,223,905
Live Nation	\$ 89,000.00	3,100,000	0	3,100,000
NCM	\$ 100,000.00	6,493,506	0	6,493,506
Spanish	\$ 205,950.00	11,335,502	1,793,045	13,128,547
Entravision	\$ 25,000.00	1,388,889	72,222	1,461,111
banMe	\$ 100,000.00	6,451,613	1,290,323	7,741,936
Booked Media	\$ 15,000.00	625,000	0	625,000
Venatus	\$ 65,950.00	2,870,000	430,500	3,300,500
Grand Total	\$ 9,900,875.00	774,608,673	195,682,134	970,290,807

6.0 State-Level Campaign Extensions

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

Video

The national plan will use linear, addressable TV, programmatic TV, CTV/OTT and online video to reach the target audience with entertainment, gaming and 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 both terrestrial and digital audio (streaming and podcasts) and may run in the 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 enhance the message further.

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 or programmatic partnerships. States can consider utilizing rich media units for added display extensions.

Paid Social Media

Social media also plays a significant role in the lives of target audiences 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.

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 reach and amplify awareness of NHTSA messaging in state-level plans. The plan prioritizes high-visibility placements, like roadways, gas stations, convenience stores, sports venues and concert or entertainment venues, that reach drivers in the moments most relevant to speed-related decision-making, reinforcing the campaign's message where it is most impactful.

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 areas of low broadband penetration should consider supplementing the national campaign with traditional TV, audio and OOH buys. This should only be considered applicable for states with rural market issues to factor into plans.

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.

8.0 FAQs

Here are some common general questions about NHTSA media plans and how to approach state planning.

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.

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.

9.0 Glossary

Video

Addressable TV: The capability to show different ads to different households while they watch the same TV program, based on data targeting.

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

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

Automatic Content Recognition (ACR): ACR is a 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 ensuring 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 standard offering from a cable provider. CTVs 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.

Dynamic Ad Insertion (DAI): Technology that inserts video ads into streaming content in real time, allowing for tailored and updated ad delivery.

Interactive Video Ads: Ads that invite viewer interaction, such as clicking on options, polls or shoppable video elements.

Linear TV: A 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 standalone 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 other major gaming consoles.

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

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

Subscription Video on Demand (SVOD): Like 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. Normally, they do not offer advertising opportunities.

Synched: 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, 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.

Skippable In-Stream Ads (formerly TrueView): YouTube's skippable in-stream ads allow viewers to skip an ad after five seconds, with advertisers paying only when the ad is watched to completion or reaches a set duration. While YouTube has phased out the TrueView name, this format now lives within Video Action Campaigns, which combine skippable ads with discovery placements to maximize reach and performance across YouTube and Google video partners.

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

Audio

Audio Ad Stitching: The dynamic insertion of ads into podcast episodes or streaming audio content.

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 for 15 minutes.

Connected Audio: Streaming audio services accessed via internet-connected devices (smart speakers, apps, smart TVs).

Podcast Sponsorship: Advertising placements integrated within podcast episodes, often read by hosts to increase authenticity.

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

Augmented Reality (AR) Ads: Ads that use AR technology to create immersive brand experiences via mobile devices.

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

Free-To-Play Games: Free-to-play (F2P) is a business model for online games in which the game designers do not charge the user or player to join the game. Instead, they generate 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 particular context.

Programmatic Digital Out-of-Home (DOOH): Automated buying and targeting of digital billboards and signage.

User-Generated Content (UGC): Refers to any form of content posted by users on online platforms, including videos, text, testimonials and audio.

Paid Social Media

Influencer Marketing: A strategy that involves partnering with influencers to create authentic content that resonates with target audiences, often blending organic storytelling with paid promotion.

Macro-Influencers: Those with between 100,000 and 1 million followers. Macro-influencers have a broader reach and can impact larger audiences while maintaining some degree of personal connection.

Mega-Influencers/Celebrities: Influencers with over 1 million followers, often including well-known celebrities and public figures. They offer massive reach but typically have lower engagement rates than smaller influencers.

Micro-Influencers: Influencers with follower counts generally between 10,000 and 100,000. They deliver strong engagement within niche communities and are valued for their authentic content and targeted reach.

Nano-Influencers: Individuals with a small but highly engaged following, typically between 1,000 and 10,000 followers. They often have a very close, trusted relationship with their audience, making their endorsements feel highly authentic.

Paid Influencers: Individuals or creators compensated by brands or agencies to promote products, services or campaigns on their social media channels or other digital platforms. Paid influencer campaigns leverage the influencer's established audience and credibility to drive awareness, engagement and conversions.

Sponsored Content: Posts or media created by influencers that disclose brand partnerships, promoting a product or message in a native, audience-friendly format.

General

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

Cross-Device Measurement: Technology to measure user behavior and ad exposure across multiple devices for a unified measurement.

Engagement Rate: The percentage of people who interacted (clicked, liked, shared, commented) with an ad or content.

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 people exposed.

Viewability: The measure of whether an ad was seen by a user (e.g., 50% of the ad's pixels in view for at least one second).