

Honda Media Plan (October 2027 - September 2028)																	
Wheel Deal, Spring 2026																	
Category/Details	October	November	December	January	February	March	April	May	June	July	August	September	Impressions	Media Dollars	% Budget		
Television (National)	50% at 3+												1,010,800,000	\$20,347,160	33.81%		
Daytime													53,200,000	\$290,480	0.48%		
Prime													106,400,000	\$2,682,480	4.46%		
Late Night													106,400,000	\$1,290,320	2.14%		
Cable													53,200,000	\$701,800	1.17%		
Sports													106,400,000	\$7,679,200	12.76%		
Streaming													532,000,000	\$6,706,200	11.14%		
Hispanic													53,200,000	\$996,680	1.66%		
Television (Local)	50% at 6+												353,600,000	\$8,759,488	14.55%		
Early Morning													17,680,000	\$169,864	0.28%		
Daytime													17,680,000	\$210,902	0.35%		
Early Fringe													35,360,000	\$392,292	0.65%		
Prime Access													35,360,000	\$562,564	0.93%		
Prime Time													35,360,000	\$1,349,732	2.24%		
Late News													53,040,000	\$980,118	1.63%		
Late Fringe													35,360,000	\$1,044,820	1.74%		
Sports													88,400,000	\$674,866	1.12%		
Cable													35,360,000	\$3,374,330	5.61%		
Specials													150,000,000	\$4,000,000	6.65%		
Super Bowl Commercial					15sec Ad								150,000,000	\$4,000,000	6.65%		
Social Media													1,861,768,831	\$12,570,000	20.89%		
Instagram: Link Ads	Light (< \$50k)					Medium (\$50k-\$200k)				Heavy (\$200k+)			Light	304,000,000	\$1,520,000	2.53%	
Instagram: Story Ads						Medium				Heavy			Light	380,000,000	\$1,520,000	2.53%	
Reddit: Conversation Ads	Light					Medium				Heavy			Light	217,142,857	\$1,520,000	2.53%	
Reddit: Promoted Posts	Light					Medium				Heavy			Light	190,000,000	\$1,520,000	2.53%	
Twitch: Display Ads	Light					Medium				Heavy			Light	304,000,000	\$1,520,000	2.53%	
Twitch: Midroll Video Ads	Light					Medium				Heavy			Light	152,000,000	\$1,520,000	2.53%	
TikTok: In-Feed Video Ads	Light					Heavy							Light	238,571,429	\$1,670,000	2.77%	
YouTube: 15sec Pre-Roll Ads	Light			Medium						Heavy			Light	35,600,000	\$890,000	1.48%	
LinkedIn: Link Ads	Light			Medium						Heavy			Light	40,454,545	\$890,000	1.48%	
Radio/Audio													322,023,810	\$6,380,000	10.60%		
Spotify: Audio Ads	Light					Medium			Heavy			Light	83,500,000	\$1,670,000	2.77%		
Spotify: Overlay Ads	Light					Medium			Heavy			Light	79,523,810	\$1,670,000	2.77%		
Spotify: Sponsored Playlist									10 Sponsored Playlists				40,000,000	\$1,000,000	1.66%		
Amazon Music: Audio Ads	Light					Medium			Heavy			Light	68,000,000	\$1,020,000	1.69%		
Podcasts	Light					Medium			Heavy			Light	51,000,000	\$1,020,000	1.69%		
Digital													161,914,847	\$3,330,000	5.53%		
Programmatic: Sports Home Page Takeover										Sports Page Takeover			21,431,633	\$500,000	0.83%		
Programmatic: Targeted Display & Video				Medium					Medium	Heavy			140,000,000	\$1,600,000	2.66%		
Google Search: Brand & Segment Ads	Light							Medium			Heavy		Light	483,214	\$1,230,000	2.04%	
Out of Home													616,115,560	\$4,559,000	7.57%		
Billboards				LA (1)					All 10 DMAs (5)					468,000,000	\$1,550,000	2.58%	
Countdown Billboards	LA (1), OKC (1)														77,396,160	\$200,000	0.33%
Transit Center Ads				LA (3)		LA (3), OKC (2), NYC (2), Columbus (2)			All 10 DMAs (3)				3,690,000	\$369,000	0.61%		
Airport Takeover									LAX				8,500,000	\$2,000,000	3.32%		
Accessibility Floor Decals									All 10 DMAs (5)				4,500,000	\$200,000	0.33%		
EV Charging Station Wraps								LA (10), San Diego (10), Bay Area (10), DFW (10), DMV (10), NYC (10)						13,464,000	\$240,000	0.40%	
Free In-Event Placements	NHL Games			Rose Bowl	NHL Games					Olympic Games				40,565,400	\$0	0.00%	
Activations													25,680,000	\$0	0.00%		
Rose Bowl Launch				Rose Bowl									750,000				
Road to Gold Swing Series										Road to Gold Swing Series				10,000,000			
The Power of Dreams Concert Series								The Power of Dreams Concert Series					4,000,000				
Honda Dream Lab										Dream Lab			7,000,000				
Power of Play - Twitch Rivals								Power of Play - Twitch Rivals						3,750,000			
Disneyland Day										Disneyland Day			180,000				
Other														\$240,000	0.40%		
Research & Testing	Research & Testing													\$120,000	0.20%		
Contingency	Contingency													\$120,000	0.20%		
TOTAL MEDIA BUDGET													4,501,903,048	\$60,185,648	100%		

Honda Media Plan October 2027 - September 2028															
Wheel Deal, Spring 2026															
	Q4			Q1			Q2			Q3			TRPs/IMPs/ Planned Unit	Media Dollars	% Budget
	October	November	December	January	February	March	April	May	June	July	August	September			
Television (National)										50% at 3+	50% at 3+				
Daytime										\$145,240	\$145,240		53,200,000	\$290,480	0.48%
TRPs										20	20		40		
Prime										\$1,341,240	\$1,341,240		106,400,000	\$2,682,480	4.46%
TRPs										40	40		80		
Late Night										\$645,160	\$645,160		106,400,000	\$1,290,320	2.14%
TRPs										40	40		80		
Cable										\$350,900	\$350,900		53,200,000	\$701,800	1.17%
TRPs										20	20		40		
Sports										\$3,839,600	\$3,839,600		106,400,000	\$7,679,200	12.76%
TRPs										40	40		80		
Streaming										\$3,353,100	\$3,353,100		532,000,000	\$6,706,200	11.14%
TRPs										200	200		400		
Hispanic										\$498,340	\$498,340		53,200,000	\$996,680	1.66%
TRPs										20	20		40		
Total Cost	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10,173,580	\$10,173,580	\$0	1,010,800,000	\$20,347,160	33.81%
Television (Local)										50% at 6+	50% at 6+				
Early Morning										\$84,932	\$84,932		17,680,000	\$169,864	0.28%
TRPs										17	17		34		
Daytime										\$105,451	\$105,451		17,680,000	\$210,902	0.35%
TRPs										17	17		34		
Early Fringe										\$196,146	\$196,146		35,360,000	\$392,292	0.65%
TRPs										34	34		68		
Prime Access										\$281,282	\$281,282		35,360,000	\$562,564	0.93%
TRPs										34	34		68		
Prime Time										\$674,866	\$674,866		35,360,000	\$1,349,732	2.24%
TRPs										34	34		68		
Late News										\$490,059	\$490,059		53,040,000	\$980,118	1.63%
TRPs										51	51		102		
Late Fringe										\$522,410	\$522,410		35,360,000	\$1,044,820	1.74%
TRPs										34	34		68		
Sports										\$337,433	\$337,433		88,400,000	\$170	0.00%
TRPs										85	85		170		
Cable										\$1,687,165	\$1,687,165		35,360,000	\$3,374,330	5.61%
TRPs										34	34		68		
Total Cost	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,379,744	\$4,379,744	\$0	353,600,000	\$8,759,488	14.55%
Specials													150,000,000	\$4,000,000	6.65%
Super Bowl Ad	\$0	\$0	\$0	\$0	\$4,000,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	150,000,000	\$4,000,000	6.65%
Social Media													1,861,768,831	\$12,570,000	20.89%
Instagram	Link Ads (Static & Video)														
	\$20,000	\$20,000	\$20,000	\$20,000	\$30,000	\$30,000	\$50,000	\$50,000	\$250,000	\$500,000	\$500,000	\$30,000	304,000,000	\$1,520,000	2.53%
	Story Ads (Static & Video)														
	\$20,000	\$20,000	\$20,000	\$20,000	\$30,000	\$30,000	\$50,000	\$50,000	\$250,000	\$500,000	\$500,000	\$30,000	380,000,000	\$1,520,000	2.53%
Reddit	\$40,000	\$40,000	\$40,000	\$40,000	\$60,000	\$60,000	\$100,000	\$100,000	\$500,000	\$1,000,000	\$1,000,000	\$60,000	684,000,000	\$3,040,000	5.05%
	Conversation Ad														
	\$20,000	\$20,000	\$20,000	\$20,000	\$30,000	\$30,000	\$50,000	\$50,000	\$250,000	\$500,000	\$500,000	\$30,000	217,142,857	\$1,520,000	2.53%
	Promoted Post														
Tiktok	\$20,000	\$20,000	\$20,000	\$20,000	\$30,000	\$30,000	\$50,000	\$50,000	\$250,000	\$500,000	\$500,000	\$30,000	190,000,000	\$1,520,000	2.53%
	\$40,000	\$40,000	\$40,000	\$40,000	\$60,000	\$60,000	\$100,000	\$100,000	\$500,000	\$1,000,000	\$1,000,000	\$60,000	407,142,857	\$3,040,000	5.05%
	In-Feed Video Ad														
	\$20,000	\$20,000	\$20,000	\$20,000	\$30,000	\$30,000	\$100,000	\$100,000	\$300,000	\$500,000	\$500,000	\$30,000	238,571,429	\$1,670,000	2.77%
Youtube	15 Second Pre-Roll														
	\$20,000	\$20,000	\$20,000	\$75,000	\$50,000	\$50,000	\$75,000	\$75,000	\$75,000	\$200,000	\$200,000	\$30,000	35,600,000	\$890,000	1.48%
	Display Ads														
	\$20,000	\$20,000	\$20,000	\$20,000	\$30,000	\$30,000	\$50,000	\$50,000	\$250,000	\$500,000	\$500,000	\$30,000	304,000,000	\$1,520,000	2.53%
Twitch	Mid-Roll Video Ads														
	\$20,000	\$20,000	\$20,000	\$20,000	\$30,000	\$30,000	\$50,000	\$50,000	\$250,000	\$500,000	\$500,000	\$30,000	152,000,000	\$1,520,000	2.53%
	\$40,000	\$40,000	\$40,000	\$40,000	\$60,000	\$60,000	\$100,000	\$100,000	\$500,000	\$1,000,000	\$1,000,000	\$60,000	456,000,000	\$3,040,000	5.05%
	Link Ads (Static)														
Linkedin	\$20,000	\$20,000	\$20,000	\$75,000	\$50,000	\$50,000	\$75,000	\$75,000	\$75,000	\$200,000	\$200,000	\$30,000	40,454,545	\$890,000	1.48%
Radio													322,023,810	\$6,380,000	10.60%
Amazon Music	Audio Ads														
	\$20,000	\$20,000	\$20,000	\$20,000	\$30,000	\$30,000	\$100,000	\$100,000	\$150,000	\$250,000	\$250,000	\$30,000	68,000,000	\$1,020,000	1.69%
Sponsored Playlists										Sponsored Playlists (10 total)					
	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$500,000	\$500,000	\$0	40,000,000	\$1,000,000	1.66%
Spotify	Audio Ads														
	\$20,000	\$20,000	\$20,000	\$20,000	\$30,000	\$30,000	\$100,000	\$100,000	\$300,000	\$500,000	\$500,000	\$30,000	83,500,000	\$1,670,000	2.77%
	Overlay Ads														
	\$20,000	\$20,000	\$20,000	\$20,000	\$30,000	\$30,000	\$100,000	\$100,000	\$300,000	\$500,000	\$500,000	\$30,000	79,523,810	\$1,670,000	2.77%
Podcasts	\$40,000	\$40,000	\$40,000	\$40,000	\$60,000	\$60,000	\$200,000	\$200,000	\$600,000	\$1,000,000	\$1,000,000	\$60,000	163,023,810	\$3,340,000	5.55%
	Audio Ads														0.00%
	\$20,000	\$20,000	\$20,000	\$20,000	\$30,000	\$30,000	\$100,000	\$100,000	\$150,000	\$250,000	\$250,000	\$30,000	51,000,000	\$1,020,000	1.69%
Digital													161,914,847	\$3,330,000	5.53%
Programmatic										Sports Home Page Takeover					
	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$250,000	\$250,000	\$0	21,431,633	\$500,000	0.83%
	Targeted Display														
	\$0	\$0	\$0	\$100,000	\$0	\$0	\$0	\$0	\$100,000	\$300,000	\$300,000	\$0	100,000,000	\$800,000	1.33%
	Targeted Video														
Google Seach Ads	\$0	\$0	\$0	\$100,000	\$0	\$0	\$0	\$0	\$100,000	\$300,000	\$300,000	\$0	40,000,000	\$800,000	1.33%
	\$0	\$0	\$0	\$200,000	\$0	\$0	\$0	\$0	\$200,000	\$850,000	\$850,000	\$0	161,431,633	\$2,100,000	3.49%
	Brand Ad														
	\$10,000	\$10,000	\$10,000	\$20,000	\$15,000	\$15,000	\$20,000	\$30,000	\$75,000	\$200,000	\$200,000	\$10,000	307,500	\$615,000	1.02%
	Segment Ad														
	\$10,000	\$10,000	\$10,000	\$20,000	\$15,000	\$15,000	\$20,000	\$30,000	\$75,000	\$200,000	\$200,000	\$10,000	175,714	\$615,000	1.02%
	\$20,000	\$20,000	\$20,000	\$40,000	\$30,000	\$30,000	\$40,000	\$60,000	\$150,000	\$400,000	\$400,000	\$20,000	483,214	\$1,230,000	2.04