



NCSA-PEP TRAFFIC INSTRUCTIONS – RADIO
(Southwest Ohio)
July 1-31, 2022
revised June 23, 2022

Thank you for your support of the OAB’s NCSA-PEP program! Below is information about our THREE campaigns airing during the month of July.

The **Ohio Association of Foodbanks**, **Angels on Track Foundation**, and **Ohio Army National Guard** campaigns all aired in June and continue in July. **Please note that the Ohio Expedited Pardon Project (OEPP) campaign ends on June 30, and should be removed from rotation at that time.**

All OAB NCSA-PEP spots are approved for web streaming and may be posted on station websites.

<i>Sponsor</i>	Ohio Association of Foodbanks	Angels on Track Foundation	Ohio Army National Guard																																													
<i>Purpose</i>	Promotes resources for health insurance coverage available through “Get Covered Ohio”.	Encourages Ohioans to report dangerous railroad crossings.	Promotes recruitment and scholarship opportunities available through the Ohio Army National Guard.																																													
<i>Dates</i>	6/1/22 – 7/31/22	6/1/22 – 8/31/22	12/1/21 – 9/30/22																																													
<i>Link to spots:</i>	https://oab.org/ncsa-pep/ohio-association-foodbanks-2022/	https://oab.org/ncsa-pep/angels-on-track-2022/	https://oab.org/ncsa-pep/ohio-army-national-guard-2021/																																													
<i>ISCI codes and spot titles:</i>	<table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>OAOF2104</td> <td>Get Covered Ohio</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OAOF2104	Get Covered Ohio	:30	<table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>OAOT2114</td> <td>By the Numbers</td> <td>:30</td> </tr> <tr> <td>OAOT2115</td> <td>Relaxing Drive</td> <td>:30</td> </tr> <tr> <td>OAOT2116</td> <td>Crystal Clear</td> <td>:30</td> </tr> <tr> <td>OAOT2117</td> <td>Danger Lurks</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OAOT2114	By the Numbers	:30	OAOT2115	Relaxing Drive	:30	OAOT2116	Crystal Clear	:30	OAOT2117	Danger Lurks	:30	<table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>OHNG1221</td> <td>Scholarship Program</td> <td>:15</td> </tr> <tr> <td>ZNGB1051</td> <td>Make a Difference</td> <td>:30</td> </tr> <tr> <td>ZNGB1057</td> <td>Be First</td> <td>:30</td> </tr> <tr> <td>OHNG1220</td> <td>Scholarship Program</td> <td>:30</td> </tr> <tr> <td>ZNGB1052</td> <td>Make a Difference</td> <td>:60</td> </tr> <tr> <td>ZNGB1058</td> <td>Be First</td> <td>:60</td> </tr> <tr> <td>OHNG1219</td> <td>Scholarship Program</td> <td>:60</td> </tr> </tbody> </table> <p>Please kill any other OHNG spots not listed here.</p>	ISCI Code	Spot Title	Lgth	OHNG1221	Scholarship Program	:15	ZNGB1051	Make a Difference	:30	ZNGB1057	Be First	:30	OHNG1220	Scholarship Program	:30	ZNGB1052	Make a Difference	:60	ZNGB1058	Be First	:60	OHNG1219	Scholarship Program	:60
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<i>July airplay request</i>	12 plays or 40% of OAB airplay	9 plays or 30% of OAB airplay	9 plays or 30% of OAB airplay																																													

Additional Notes:

- We have provided a suggested minimum number of spots per month for each campaign, as well as a suggested percentage of total spots to be allocated to each campaign. As always, we are grateful for any contribution that your station makes.
- Spots should be aired between 6 a.m. – 12 midnight, Monday through Sunday.
- **If possible, please submit affidavits or invoices electronically, using OAB’s IDs.**

EDI PROVIDER	OAB ID NUMBER
Radiolnvoices.com	9914905 or R114905
SpotData.com	IDB# 2060
Marketron.com	185745
EmediaTrade.com	EMT12638

- Questions? Contact the OAB’s Mariah West at mwest@oab.org.