



NCSA-PEP TRAFFIC INSTRUCTIONS - RADIO

November 1-30, 2022

revised October 24, 2022

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

The **Ohio Department of Education** and the **Ohio Association of Foodbanks** campaigns (highlighted in yellow) are new campaigns beginning November 1. The **Ohio Secretary of State** campaign continues through Tuesday, Nov. 8 (Election Day), at which time the spot should be removed from rotation.

Also, a reminder that our campaign for the Ohio Army National Guard ended on Sept. 30. While we anticipate a new contract will be in place in early 2023, federal contracting rules prohibit us from airing the spots in the interim. **Therefore, please be sure that all OHNG spots are removed from rotation.**

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

Sponsor	Ohio Department of Education	Ohio Association of Foodbanks	Ohio Secretary of State																		
Purpose	Promotes the Ohio Dept. of Education's Afterschool Child Enrichment (ACE) program, which provides funding for lower-income children to access tutoring and after school education programs.	Promotes resources for health insurance coverage available through "Get Covered Ohio".	Encourages Ohioans to register to vote and participate in the Nov. 8 general election.																		
Dates	11/1/2022 – 12/31/2022	11/1/2022 – 1/15/2023	9/1/22 – 11/8/22																		
Link to spots:	https://oab.org/ncsa-pep-campaigns-ohio-dept-education-2022/	https://oab.org/ncsa-pep/ohio-association-foodbanks-2022/	https://oab.org/ncsa-pep-campaigns-ohio-secretary-of-state-2022/																		
ISCI codes and spot titles:	<table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>ODOE2202</td> <td>ACE Ohio</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	ODOE2202	ACE Ohio	:30	<table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>OAOF2108</td> <td>Get Covered Ohio</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OAOF2108	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>OSOS2108</td> <td>Vote</td> <td>:30</td> </tr> </tbody> </table> <p>Please do not air this spot after Tues. 11/8 (Election Day).</p>	ISCI Code	Spot Title	Lgth	OSOS2108	Vote	:30
	ISCI Code	Spot Title	Lgth																		
ODOE2202	ACE Ohio	:30																			
ISCI Code	Spot Title	Lgth																			
OAOF2108	Get Covered Ohio	:30																			
ISCI Code	Spot Title	Lgth																			
OSOS2108	Vote	:30																			
Nov. airplay request	<p>Nov. 1-8: 6 plays or 20% of OAB airplay</p> <p>Nov 9-30: 15 plays or 50% of OAB airplay</p>	<p>Nov. 1-8: 6 plays or 20% of OAB airplay</p> <p>Nov 9-30: 15 plays or 50% of OAB airplay</p>	<p>Nov. 1-8: 18 plays or 60% of OAB airplay</p> <p>Nov 9-30: 0 plays. Please remove from rotation on 11/9!</p>																		

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

EDI PROVIDER	OAB ID NUMBER
RadiInvoices.com	9914905 or RI14905
SpotData.com	IDB# 2060
Marketron.com	185745
EmediaTrade.com	EMT12638