



NCSA-PEP TRAFFIC INSTRUCTIONS - TV
December 1-31, 2022
revised Nov. 18, 2022

Thank you for your support of the OAB's NCSA-PEP program! Below is information about our TWO TV campaigns airing during the month of December, both of which aired in November.

The Ohio Department of Education (ODOE) campaign continues, along with the **Ohio Association of Foodbanks (OAOF)** campaign.

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

<i>Sponsor</i>	Ohio Department of Education	Ohio Association of Foodbanks															
<i>Purpose</i>	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."															
<i>Dates</i>	11/1/2022 – 12/31/2022	11/1/2022 – 1/15/2023															
<i>Link to spots</i>	https://oab.org/ncsa-pep-campaigns-ohio-dept-education-2022/	https://oab.org/ncsa-pep/ohio-association-foodbanks-2022/															
<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>ODOE2201</td> <td>ACE Ohio</td> <td>:30</td> </tr> <tr> <td>ODOE1203</td> <td>ACE Ohio</td> <td>:15</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	ODOE2201	ACE Ohio	:30	ODOE1203	ACE Ohio	:15	<table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>OAOF2207</td> <td>Get Covered Ohio</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OAOF2207	Get Covered Ohio	:30
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<i>Dec. airplay request</i>	5 plays or 50% of OAB airplay	5 plays or 50% 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 5 a.m. – 12 midnight, Monday through Sunday.
- Questions? Contact the OAB's Mariah West at mwest@oab.org.