



NCSA-PEP TRAFFIC INSTRUCTIONS - RADIO

June 1-30, 2023

revised May 24, 2023

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

The **Ohio Housing Finance Agency**, **Ohio Association of Foodbanks**, and **Angels on Track Foundation** campaigns (highlighted in yellow) are new campaigns beginning June 1. The **Ohio Department of Education** campaign aired in May and continues for June.

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

Sponsor	Ohio Housing Finance Agency			Ohio Association of Foodbanks			Angels on Track Foundation			Ohio Department of Education				
Purpose	Promotes June as Homeownership Month and resources available for homebuyers.			Promotes resources available through "Get Covered Ohio" for affordable health insurance coverage.			Encourages Ohioans to report dangerous railroad crossings.			Promotes the Afterschool Child Enrichment (ACE) program, which provides funding for lower-income children to access tutoring and after school education programs.				
Dates	6/1/23 – 7/31/23			6/1/23 – 8/15/23			6/1/23 – 8/31/23			5/8/23 – 8/31/23				
Link to spots:	https://oab.org/nlsa-pep-campaigns-ohio-housing-finance-agency-2023/			https://oab.org/nlsa-pep-campaigns-ohio-association-foodbanks-2023/			https://oab.org/nlsa-pep-campaigns-angels-on-track-2023/			https://oab.org/nlsa-pep-campaigns-ohio-dept-education-2023/				
ISCI codes and spot titles:	ISCI Code	Spot Title	Lgth	ISCI Code	Spot Title	Lgth	ISCI Code	Spot Title	Lgth	ISCI Code	Spot Title	Lgth		
	OHFA2106	Homeownership Month	:30	OAO2108	Get Covered	:30	OAOT2110	Ohio's Loss	:30	OAOT2116	Crystal Clear	:30	ODOE2107	ACE Ohio
	NOTE: This campaign runs during June and July. However, OHFA2106 should only be aired during June, which is Homeownership Month.													
	We will distribute a new OHFA spot to air during the month of July.													
June airplay request	8 plays or 25% of OAB airplay			8 plays or 25% of OAB airplay			8 plays or 25% of OAB airplay			8 plays or 25% 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.**
- Questions? Contact the OAB's Mariah West at mwest@oab.org.

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