



NCSA-PEP TRAFFIC INSTRUCTIONS - RADIO

October 1-31, 2023

revised Sept. 25, 2023

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

We are anticipating that the **Ohio Secretary of State (OSOS)** will air a campaign promoting the Nov. 7 general election. Because we don't have an estimated date to receive the spot, we have not included it in the traffic instructions below. For now, please air the spots for the **Ohio Army National Guard (OHNG)** campaign. As soon as we have a spot from the Secretary of State's office, we will send it, along with updated traffic instructions.

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

Sponsor	Ohio Army National Guard	Ohio Secretary of State									
Purpose	Promotes recruitment and opportunities available through the Ohio Army National Guard.	Encourages Ohioans to participate in the Nov. 7 General Election.									
Dates	9/1/2023 – 8/31/2024	TBD – 11/7/2023									
Link to spots	https://oab.org/nlsa-pep/ohio-army-national-guard-2023/	https://oab.org/nlsa-pep/ohio-secretary-of-state-2023/									
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>OHNG2125</td> <td>I Will</td> <td>:30</td> </tr> <tr> <td>OHNG3126</td> <td>I Will</td> <td>:60</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OHNG2125	I Will	:30	OHNG3126	I Will	:60	The Sec. of State's office is producing the radio spot for this campaign. We will send the spot, along with updated traffic instructions, as soon as we receive it.
ISCI Code	Spot Title	Lgth									
OHNG2125	I Will	:30									
OHNG3126	I Will	:60									
Oct. airplay request	30 plays or 100% of OAB airplay	TBD									

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
RadiInvoices.com	9914905 or RI14905
SpotData.com	IDB# 2060
Marketron.com	185745
EmediaTrade.com	EMT12638

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