



NCSA-PEP TRAFFIC INSTRUCTIONS
SPANISH LANGUAGE TV
December 1-31, 2023
revised Nov. 16, 2023

Thank you for your support of the OAB's NCSA-PEP program! Below is information about our TWO Spanish language TV campaigns airing during the month of December.

The **Ohio Association of Foodbanks (OAOF)** and **Ohio Army National Guard (OHNG)** campaigns both aired in November and continue for December.

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

<i>Sponsor</i>	Ohio Association of Foodbanks	Ohio Army National Guard															
<i>Purpose</i>	Promotes resources available through "Get Covered Ohio" for affordable health insurance coverage.	Promotes recruitment and opportunities available through the Ohio Army National Guard.															
<i>Dates</i>	11/1/2023 – 1/15/2024	9/1/2023 – 8/31/2024															
<i>Link to spots</i>	https://oab.org/ncsa-pep/ohio-association-of-foodbanks-2023-2024/	https://oab.org/ncsa-pep/ohio-army-national-guard-2023-2024/															
<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>OAOF2213</td> <td>Get Covered Ohio (SPAN)</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OAOF2213	Get Covered Ohio (SPAN)	:30	<table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>OHNG1227</td> <td>I Will (SPAN)</td> <td>:15</td> </tr> <tr> <td>OHNG2228</td> <td>I Will (SPAN)</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OHNG1227	I Will (SPAN)	:15	OHNG2228	I Will (SPAN)	:30
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OHNG2228	I Will (SPAN)	:30															
<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.