



# NCSA-PEP TRAFFIC INSTRUCTIONS - 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 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>	<b>Ohio Association of Foodbanks</b>	<b>Ohio Army National Guard</b>																	
<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>	<a href="https://oab.org/ncsa-pep/ohio-association-of-foodbanks-2023-2024/">https://oab.org/ncsa-pep/ohio-association-of-foodbanks-2023-2024/</a>	<a href="https://oab.org/ncsa-pep/ohio-army-national-guard-2023-2024/">https://oab.org/ncsa-pep/ohio-army-national-guard-2023-2024/</a>																	
<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>OAOF2211</td> <td>Get Covered Ohio</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OAOF2211	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>OHNG1231</td> <td>Ohio – We Are</td> <td>:15</td> </tr> <tr> <td>OHNG2232</td> <td>Ohio – We Are</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OHNG1231	Ohio – We Are	:15	OHNG2232	Ohio – We Are	:30	<p style="color: red;">Please be sure that the "I Will" spots (OHNG1223, OHNG2224) have been removed from rotation and replaced with the "Ohio - We Are" spots listed here.</p>	
	ISCI Code	Spot Title	Lgth																
OAOF2211	Get Covered Ohio	:30																	
ISCI Code	Spot Title	Lgth																	
OHNG1231	Ohio – We Are	:15																	
OHNG2232	Ohio – We Are	: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](mailto:mwest@oab.org).