



NCSA-PEP TRAFFIC INSTRUCTIONS - RADIO

January 1-31, 2024

revised Dec. 13, 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 January.

The **Opportunity Port (PORT)**, highlighted in yellow, is a new campaign beginning January 1. **The Ohio Association of Foodbanks (OAOF) continues through Jan. 15, at which time it should be removed from rotation.** The **Ohio Expedited Pardon Project (OEPP)** and **Ohio Army National Guard (OHNG)** campaigns continue for all of January.

Please note that the **Ohio Housing Finance Agency (OHFA)** campaign ends on Dec. 31 and should be removed at that time.

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

Sponsor	Opportunity Port			Ohio Association of Foodbanks			Ohio Expedited Pardon Project			Ohio Army National Guard		
Purpose	Increases awareness of the Opportunity Port program that connects Ohio residents with free legal assistance to apply to seal or expunge a criminal record.			Promotes resources available through "Get Covered Ohio" for affordable health insurance coverage.			Increases awareness of the Ohio Governor's Expedited Pardon Project which streamlines the pardon process for certain individuals.			Promotes recruitment and opportunities available through the Ohio Army National Guard.		
Dates	1/1/2024 – 2/29/2024			11/1/2023 – 1/15/2024 Please remove this campaign from rotation after 1/15.			12/1/2023 – 1/31/2024			9/1/2023 – 8/31/2024		
Link to spots	https://oab.org/ncsa-pep/opportunity-port-2024/			https://oab.org/ncsa-pep/ohio-association-of-foodbanks-2023-2024/			https://oab.org/ncsa-pep/ohio-expedited-pardon-project-2023-2024/			https://oab.org/ncsa-pep/ohio-army-national-guard-2023-2024/		
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
	PORT2105	Opportunity Port A	:30	OAOF2112	Get Covered Ohio	:30	OEPP2103	OGEPP A	:30	OHNG2133	Ohio - We Are	:30
	PORT2106	Opportunity Port B	:30				OEPP2104	OGEPP B	:30	OHNG3134	Ohio - We Are	:60
January 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		

Please be sure that the "I Will" spots (OHNG2125, OHNG3126) have been removed from rotation and replaced with the spots listed here.

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 RI14905
SpotData.com	IDB# 2060
Marketron.com	185745
EmediaTrade.com	EMT12638