



NCSA-PEP TRAFFIC INSTRUCTIONS - TV

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 TWO TV campaigns airing during the month of January.

The **Ohio Association of Foodbanks (OAOF)** campaign continues through Jan. 15, at which time it should be removed from rotation. The **Ohio Army National Guard (OHNG)** campaign continues for all of January.

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 Please remove this campaign from rotation after 1/15.			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>	ISCI Code	Spot Title	Lgth	ISCI Code	Spot Title	Lgth
	OAOF2211	Get Covered Ohio	:30	OHNG1231	Ohio – We Are	:15
				OHNG2232	Ohio – We Are	:30
	Please be sure that the "I Will" spots (OHNG1223, OHNG2224) have been removed from rotation and replaced with the spots listed here.					
<i>January 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.