



NCSA-PEP TRAFFIC INSTRUCTIONS - TV

March 1-31, 2024

revised Feb. 23, 2024

Thank you for your support of the OAB's NCSA-PEP program! Our only TV campaign airing during the month of March is the **Ohio Army National Guard (OHNG)**.

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

| | | | |
|-----------------------------------|---|-------------------|-------------|
| Sponsor | Ohio Army National Guard | | |
| Purpose | Promotes recruitment and opportunities available through the Ohio Army National Guard. | | |
| Dates | 9/1/2023 – 8/31/2024 | | |
| Link to spots | https://oab.org/ncsa-pep/ohio-army-national-guard-2023-2024/ | | |
| ISCI codes and spot titles | ISCI Code | Spot Title | Lgth |
| | OHNG1231 | Ohio – We Are | :15 |
| | OHNG2232 | Ohio – We Are | :30 |
| March airplay request | 10 plays or 100% 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.