



2024 OAB NCSA-PEP Revenue (rev. 2/2024)

Sponsor	2024 Budget	Confirmed or strongly committed \$	Comments
Confirmed Campaigns – returning sponsors that are confirmed or strongly committed for 2024.			
• Ohio Army National Guard	\$249,000	\$249,000	Assumes execution of renewal options for Sept. 2024
• Angels on Track	\$52,500	\$ 52,500	12 week campaign – railroad crossing safety (Jun-Aug)
• Ohio Gov’s Expedited Pardon Project/Opportunity Port	\$58,200	\$ 58,200	2024 portion of 16-week campaign – pardon expungement (12/1/2023-2/29-2024, 4/1-30/2024). (Radio only)
• Ohio Association of Foodbanks	\$12,300	\$ 12,300	2024 portion of 10-week campaign (11/1/2023 – 1/15/2024).
Total	\$372,000	\$372,000	
Other Potential Campaigns – sponsors that have indicated interest in airing campaigns in 2024.			
• Ohio Dept. of Commerce	\$45,000		8 week campaign
• Ohio Dept. of Education	\$50,000		8 week campaign
• Ohio Dept. of Insurance	\$25,000		4 week campaign
• Ohio Dept. of Natural Resources	\$50,000		8 week campaign
• Ohio Dept. of Transportation	\$50,000		8 week campaign
• Ohio Secretary of State	\$75,000		12 week campaign
• Ohio Dept. of Veteran Services	\$45,000		8 week campaign
• Ohio Housing Finance Agency	\$50,000	\$100,000	16 week campaign (radio only)
• Ohio Suicide Prevention Foundation	\$75,000		12 week campaign
Total	\$465,000		
Budget assumes 60%	\$279,000	\$100,000	
Other Campaigns – other new & returning agencies and organizations. This includes potential campaigns confirmed through Crosshair Media Placement.			
Total	\$100,000		
TOTAL 2024 NCSA-PEP BUDGET	\$751,000	\$472,000	(63% of budget)