



NCSA-PEP TRAFFIC INSTRUCTIONS - TV
May 1-31, 2024
revised April 23, 2024

Thank you for your support of the OAB’s NCSA-PEP program! Our only TV campaign airing during the month of May 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/nlsa-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
May 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.