



NCSA-PEP TRAFFIC INSTRUCTIONS
SPANISH LANGUAGE TV
September 1-30, 2024
revised Aug. 26, 2024

Thank you for your support of the OAB’s NCSA-PEP program! Below is information about our ONE Spanish language TV campaign airing during the month of September.

We are pleased to report that our campaign with the **Ohio Army National Guard (OHNG)**, which was scheduled to end on Aug. 31, has been renewed. **Our new OHNG contract runs until Aug. 31, 2025 – the creative for this campaign remains the same. We appreciate your support in airing the current OHNG spots until August 31, 2025.**

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 – 8/31/2025 PLEASE NOTE CAMPAIGN EXTENSION!		
Link to spots	https://oab.org/ncsa-pep/ohio-army-national-guard-2023-2025/		
ISCI codes and spot titles	ISCI Code	Spot Title	Lgth
	OHNG1227	I Will (SPAN)	:15
	OHNG2228	I Will (SPAN)	:30
September 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.