



NCSA-PEP TRAFFIC INSTRUCTIONS - RADIO

November 1-30, 2024

revised Oct. 29, 2024

Thank you for your support of the OAB’s NCSA-PEP program! Below is information about our TWO radio campaigns airing during the month of November.

The **Ohio Association of Foodbanks (OAOF)** campaign, highlighted, is a new campaign beginning on November 1. The **Ohio Army National Guard (OHNG)** campaign continues.

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

Sponsor	Ohio Association of Foodbanks	Ohio Army National Guard															
Purpose	Promotes resources available through “Get Covered Ohio” for affordable health insurance coverage.	Promotes recruitment and opportunities available through the Ohio Army National Guard.															
Dates	11/1/2024 – 1/15/2025	8/1/2024 – 8/31/2025															
Link to spots	https://oab.org/ncsa-pep/ohio-association-foodbanks-2024-2025/	https://oab.org/ncsa-pep/ohio-army-national-guard-2023-2025/															
ISCI codes and spot titles	<table border="1" style="width: 100%;"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>OAOF2116</td> <td>Get Covered Ohio</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OAOF2116	Get Covered Ohio	:30	<table border="1" style="width: 100%;"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>OHNG2133</td> <td>Ohio - We Are</td> <td>:30</td> </tr> <tr> <td>OHNG3134</td> <td>Ohio - We Are</td> <td>:60</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OHNG2133	Ohio - We Are	:30	OHNG3134	Ohio - We Are	:60
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November airplay request	15 plays or 50% of OAB airplay	15 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 6 a.m. – 12 midnight, Monday through Sunday.
- **If possible, please submit affidavits or invoices electronically, using OAB’s IDs:**

EDI PROVIDER	OAB ID NUMBER
RadiInvoices.com	9914905 or RI14905
SpotData.com	IDB# 2060
Marketron.com	185745
EmediaTrade.com	EMT12638

- Questions? Contact the OAB’s Mariah West at mwest@oab.org.