



# NCSA-PEP TRAFFIC INSTRUCTIONS - TV

## 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 TV 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.

<b>Sponsor</b>	<b>Ohio Association of Foodbanks</b>			<b>Ohio Army National Guard</b>		
<b>Purpose</b>	Promotes resources available through “Get Covered Ohio” for affordable health insurance coverage.			Promotes recruitment and opportunities available through the Ohio Army National Guard.		
<b>Dates</b>	11/1/2024 – 1/15/2025			8/1/2024 – 8/31/2025		
<b>Link to spots</b>	<a href="https://oab.org/nca-pep/ohio-association-foodbanks-2024-2025/">https://oab.org/nca-pep/ohio-association-foodbanks-2024-2025/</a>			<a href="https://oab.org/nca-pep/ohio-army-national-guard-2023-2025/">https://oab.org/nca-pep/ohio-army-national-guard-2023-2025/</a>		
<b>ISCI codes and spot titles</b>	<b>ISCI Code</b>	<b>Spot Title</b>	<b>Lgth</b>	<b>ISCI Code</b>	<b>Spot Title</b>	<b>Lgth</b>
	OAOF2215	Get Covered Ohio	:30	OHNG1231	Ohio – We Are	:15
				OHNG2232	Ohio – We Are	:30
<b>November airplay request</b>	5 plays or 50% of OAB airplay			5 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 5 a.m. – 12 midnight, Monday through Sunday.
- Questions? Contact the OAB’s Mariah West at [mwest@oab.org](mailto:mwest@oab.org).