



NCSA-PEP TRAFFIC INSTRUCTIONS - RADIO

January 1-31, 2025

revised Dec. 19, 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 January 2025, both of which aired in December.

The **Ohio Association of Foodbanks (OAOF)** campaign continues through Jan. 15, at which time it should be removed from rotation. The **Ohio Army National Guard (OHNG)** campaign continues for all of January.

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

<i>Sponsor</i>	Ohio Association of Foodbanks	Ohio Army National Guard															
<i>Purpose</i>	Promotes resources available through "Get Covered Ohio" for affordable health insurance coverage.	Promotes recruitment and opportunities available through the Ohio Army National Guard.															
<i>Dates</i>	11/1/2024 – 1/15/2025 Please remove this campaign from rotation after 1/15.	8/1/2024 – 8/31/2025															
<i>Link to spots</i>	https://oab.org/nlsa-pep/ohio-association-foodbanks-2024-2025/	https://oab.org/nlsa-pep/ohio-army-national-guard-2023-2025/															
<i>ISCI codes and spot titles</i>	<table border="1"> <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"> <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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<i>January airplay request</i>	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.