



**NCSA-PEP TRAFFIC INSTRUCTIONS**  
**SPANISH LANGUAGE 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 Spanish language radio campaigns airing during the month of January 2025, both of which aired in December.

The **Ohio Association of Foodbanks (OAOB)** 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>	<b>Ohio Association of Foodbanks</b>	<b>Ohio Army National Guard</b>															
<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>	<a href="https://oab.org/ncsa-pep/ohio-association-foodbanks-2024-2025/">https://oab.org/ncsa-pep/ohio-association-foodbanks-2024-2025/</a>	<a href="https://oab.org/ncsa-pep/ohio-army-national-guard-2023-2025/">https://oab.org/ncsa-pep/ohio-army-national-guard-2023-2025/</a>															
<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>OAOB2118</td> <td>Get Covered Ohio (SPAN)</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OAOB2118	Get Covered Ohio (SPAN)	:30	<table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>OHNG2129</td> <td>I Will (SPAN)</td> <td>:30</td> </tr> <tr> <td>OHNG3130</td> <td>I Will (SPAN)</td> <td>:60</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OHNG2129	I Will (SPAN)	:30	OHNG3130	I Will (SPAN)	: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](mailto:mwest@oab.org).