



NCSA-PEP TRAFFIC INSTRUCTIONS
SPANISH LANGUAGE TV
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 TV 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.

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 Please remove this campaign from rotation after 1/15.	8/1/2024 – 8/31/2024															
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"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>OAOB2217</td> <td>Get Covered Ohio (SPAN)</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OAOB2217	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>OHNG1227</td> <td>I Will (SPAN)</td> <td>:15</td> </tr> <tr> <td>OHNG2228</td> <td>I Will (SPAN)</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OHNG1227	I Will (SPAN)	:15	OHNG2228	I Will (SPAN)	:30
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OHNG2228	I Will (SPAN)	:30															
January airplay request	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.