



# NCSA-PEP TRAFFIC INSTRUCTIONS - 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 TV 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><b>Sponsor</b></i>	<b>Ohio Association of Foodbanks</b>			<b>Ohio Army National Guard</b>		
<i><b>Purpose</b></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><b>Dates</b></i>	11/1/2024 – 1/15/2025 Please remove this campaign from rotation after 1/15.			8/1/2024 – 8/31/2025		
<i><b>Link to spots</b></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><b>ISCI codes and spot titles</b></i>	<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
<i><b>January airplay request</b></i>	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).