



**NCSA-PEP TRAFFIC INSTRUCTIONS - TV**  
**February 1-28, 2025**  
revised Jan. 24, 2025

Thank you for your continued support of the OAB's NCSA-PEP program as we begin the new year!

Our only TV campaign airing during the month of February will be the **Ohio Army National Guard (OHNG)**. Please note that the **Ohio Association of Foodbanks (OAFB)** campaign ended on **Jan. 15** and should no longer be in rotation.

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

<b>Sponsor</b>	<b>Ohio Army National Guard</b>		
<b>Purpose</b>	Promotes recruitment and opportunities available through the Ohio Army National Guard.		
<b>Dates</b>	9/1/2023 – 8/31/2025		
<b>Link to spots</b>	<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>		
<b>ISCI codes and spot titles</b>	<b>ISCI Code</b>	<b>Spot Title</b>	<b>Lgth</b>
	OHNG1231	Ohio – We Are	:15
	OHNG2232	Ohio – We Are	:30
<b>February airplay request</b>	10 plays or 100% 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).