



## NCSA-PEP TRAFFIC INSTRUCTIONS - RADIO

**July 1-31, 2025**

revised June 24, 2025

Thank you for your support of the OAB's NCSA-PEP program! Below is information about our THREE radio campaigns airing during the month of July.

The **Angels on Track** and **Ohio Army National Guard** campaigns continue for July. The **TourismOhio** campaign, which originally contracted to conclude at the end of June, has been **EXTENDED** into July.

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

<b>Sponsor</b>	<b>TourismOhio</b>			<b>Angels on Track Foundation</b>			<b>Ohio Army National Guard</b>		
<b>Purpose</b>	Promotes tourism to Ohio sites, attractions, and vacation spots.			Encourages Ohioans to report dangerous railroad crossings.			Promotes recruitment and opportunities available through the Ohio Army National Guard.		
<b>Dates</b>	6/1/2025 – 7/31/2025 <b>PLEASE NOTE CAMPAIGN EXTENSION!</b>			6/1/2025 – 8/31/2025			9/1/2023 – 8/31/2025		
<b>Link to spots</b>	<a href="https://oab.org/ncsa-pep/tourismohio-2025/">https://oab.org/ncsa-pep/tourismohio-2025/</a>			<a href="https://oab.org/ncsa-pep/angels-on-track-2025/">https://oab.org/ncsa-pep/angels-on-track-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>		
<b>ISCI codes and spot titles</b>	<b>ISCI Code</b>	<b>Spot Title</b>	<b>Lgth</b>	<b>ISCI Code</b>	<b>Spot Title</b>	<b>Lgth</b>	<b>ISCI Code</b>	<b>Spot Title</b>	<b>Lgth</b>
	TOUR2101	TourismOhio Anthem	:30	OAOT2125	BAM	:30	OHNG2130	Live Here Serve Here	:30
				OAOT2126	Can't See Can't React	:30	OHNG3131	Live Here Serve Here	:60
				OAOT2127	Lives Cut Short	:30	OHNG2131	Skilled Trades	:30
				OAOT2128	Number One	:30	OHNG3132	Skilled Trades	:60
				OAOT2129	Ohio's Loss	:30	<b>OHNG provided new radio spots to air starting in May. If you have not already done so, please remove all previously airing OHNG spots from your rotation and replace them with the spots listed here.</b>		
<b>July airplay request</b>	12 plays or 40% of OAB airplay			9 plays or 30% of OAB airplay			9 plays or 30% 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.**
- Questions? Contact the OAB's Mariah West at [mwest@oab.org](mailto:mwest@oab.org).

<b>EDI PROVIDER</b>	<b>OAB ID NUMBER</b>
RadiInvoices.com	9914905 or RI14905
SpotData.com	IDB# 2060
Marketron.com	185745
EmediaTrade.com	EMT12638