



NCSA-PEP TRAFFIC INSTRUCTIONS - TV

October 1-31, 2026

revised Sept. 23, 2026

Thank you for your continued support of the OAB's NCSA-PEP program! Below is information about our ONE TV campaign airing during the month of October.

The only campaign airing will be the ongoing **Ohio Army National Guard (OHNG)** campaign, which has been extended into next year. Creative remains the same.

The **Ohio History Connection (OHHC)** campaign ends on Sept. 30 and should be removed at that time.

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

Sponsor	Ohio Army National Guard		
Purpose	Promotes recruitment and opportunities available through the Ohio Army National Guard.		
Dates	9/1/2023 – 10/31/2027* *NOTE: Campaign has been extended into Oct. 2027. Creative remains the same.		
Link to spots	oab.org/ncsa-pep/ohio-army-national-guard/		
ISCI codes and spot titles	ISCI Code	Spot Title	Lgth
	OHNG1231	Ohio – We Are	:15
	OHNG2232	Ohio – We Are	:30
October airplay request	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 you make.
- Spots should be aired between 5 a.m. – 12 midnight, Monday-Sunday.
- Starting 8/1/2026, we request that all TV stations please record and submit your monthly NCSA-PEP airplay data to the OAB. If possible, **please submit affidavits/invoices electronically, using OAB's IDs:**

EDI PROVIDER	OAB ID
TVInvoices.com	TV16883 or 9916883
Marketron.com	185745
EMediaTrade.net	12638
Email	mwest@oab.org

- Questions? Contact the OAB's Mariah West at mwest@oab.org.