

PAB NCSA-PEP TRAFFIC INSTRUCTIONS – Television

Thank you for running our spots!

September 12, 2022 – September 25, 2022

Dept of Labor and Industry “**PENNSERVE**” :15

PA Liquor Control Board “**Just Looking**” :30

PA Dept of Human Services “**Meet the Kids**” :30

PennDOT “**Impaired Driving**” :15

PA N. Guard “**BE FIRST**” :30

Please rotate the campaigns evenly

Dept of Labor and Industry – “**PENNSERVE**”

Campaign sponsor	PA Dept of Labor and Industry
Campaign purpose	PENNSERVE (:15)
Campaign dates	9/12/22 – 9/25/22
Link to spots	https://bit.ly/3JNJ23s
Spot titles (ISCI Codes)	DOLI2229
Airplay requested	4x spots per week M-Su 6a – 12a

PA LCB – “**Just Looking**”

Campaign sponsor	PA Liquor Control Board
Campaign purpose	Just Looking (:30)
Campaign dates	9/12/22 – 9/25/22
Link to spots	https://bit.ly/3IEgSXR
Spot titles (ISCI Codes)	PLCB2227
Airplay requested	4x spots per week M-Su 6a – 12a

PA Dept of Human Services – “SWAN”

Campaign sponsor	PA DHS SWAN
Campaign purpose	Meet The Kids (:30)
Campaign dates	9/12/22 – 9/25/22
Link to spots	https://bit.ly/3eyi2ou
Spot titles (ISCI Codes)	DHSS2204
Airplay requested	4x spots per week M-Su 6a – 12a

PennDOT – “Impaired Driving”

Campaign sponsor	PennDOT
Campaign purpose	Impaired Driving (:15)
Campaign dates	9/12/22 – 9/25/22
Link to spots	https://bit.ly/3TSDauh
Spot titles (ISCI Codes)	PDOT2270
Airplay requested	4x spots per week M-Su 6a – 12a

PA National Guard – “BE FIRST”

Campaign sponsor	PA National Guard
Campaign purpose	BE FIRST (:30)
Campaign dates	9/12/22 – 9/25/22
Link to spots	https://bit.ly/3I1t17R
Spot titles (ISCI Codes)	PANG2292
Airplay requested	4x spots per week M-Su 6a – 12a

Additional Notes:

PAB requests that your station run 4x spots per week, per ISCI code, M-Su 6a-12a, allocated to all dayparts. As always, we are grateful for any contribution that your station makes.

- Please return affidavits via your EDI provider. If you send EDI, there is no need to send paper invoices. If your station does not participate in electronic invoicing, please email or mail the station affidavit at the end of the month.
- Questions? Contact PAB's Carter Wyckoff at cwyckoff@pab.org or 717.482.4820.

Pennsylvania Association of Broadcasters (PAB) has registered to receive e-invoices via **the four largest EDI services** and is requesting that you start providing invoices electronically, via one of these e-invoice services.

*This is a **free** service, which allows you to use the most convenient e-invoicing service for you and your station.*

It is our hope that this service will save you both time and money. Please choose your preferred EDI service below and add the corresponding PAB vendor code to begin transmitting invoices electronically.

Television Vendor Codes:

Ad Core Local / eMedia Trade - PAB Vendor Code – EMT2700

<https://adcorelocal.com/tv-station-free>

Strata TvINVOICES.COM – TvInvoices ID: 9917403 <http://www.tvinvoices.com>

Spot Data – PAB Vendor IDB# - 2088. <http://www.Spotdata.com> \$1 charge per invoice (PAB will reimburse related fees to participating stations)