

PAB NCSA-PEP TRAFFIC INSTRUCTIONS – Television

Thank you for running our spots!

October 10, 2022 – October 23, 2022

Please NOTE – The PA National Guard spots have expired – please remove all PANG ISCI's from rotation – ie PANG2201 – PANG2299

Dept of Labor and Industry “PENNSERVE” :15

PA Liquor Control Board “Just Looking” :30

PA Dept of Human Services “Meet The Kids” :30

PA Turnpike “Go Orange” :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	10/10/22 – 10/23/22
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	10/10/22 – 10/23/22
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 – “Meet The Kids”

Campaign sponsor	PA DHS SWAN
Campaign purpose	Meet The Kids (:30)
Campaign dates	10/10/22 – 10/23/22
Link to spots	https://bit.ly/3eyi2ou
Spot titles (ISCI Codes)	DHSS2204
Airplay requested	4x spots per week M-Su 6a – 12a

PA Turnpike – “Go Orange”

Campaign sponsor	PA Turnpike
Campaign purpose	GO Orange (:30)
Campaign dates	10/10/22 – 10/23/22
Link to spots	https://bit.ly/3C8opvl
Spot titles (ISCI Codes)	TPKE2235
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)