

NCSA-PEP TRAFFIC INSTRUCTIONS - Radio

September 12 – September 25, 2022

Please continue running existing creative

PA National Guard **“Make A Difference” :30**

PA Dept Human Services **“Keep Kids Safe” :30**

PA DHS **“Meet The Kids” :30**

Please rotate the campaigns evenly – all spots are (:30) in length

PA National Guard - **“Make A Difference”**

Campaign sponsor	PA National Guard
Campaign purpose	Make A Difference (:30)
Campaign dates	9/12/22 – 9/25/22
Link to spots	https://spaces.hightail.com/space/5m7hUHwkWo
Spot titles (ISCI Codes)	PANG2187
Airplay requested	4x spots per week M-Su 6a – 12a

PA DHS - **“Keep Kids Safe”**

Campaign sponsor	PA Dept of Human Services
Campaign purpose	Keep Kids Safe (:30)
Campaign dates	9/12/22 – 9/25/22
Link to spots	https://spaces.hightail.com/space/Ls2cB97LED
Spot titles (ISCI Codes)	DHSS2126
Airplay requested	4x spots per week M-Su 6a – 12a

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

Campaign sponsor	PA DHS SWAN
Campaign purpose	Meet The Kids
Campaign dates	9/12/22 – 9/25/22
Link to spots	https://spaces.hightail.com/space/6BGcXYNEpW
Spot titles (ISCI Codes)	DHSS2106
Airplay requested	4x spots per week M-Su 6a – 12a

Additional Notes:

PAB requests that your station run 4x spots per ISCI code, weekly, 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 requests submission of 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.

Radio Vendor Codes:

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

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

Marketron – PAB ESI – 192483

<https://advertisingportal.emarketron.com/Traffic>

Strata RADIOINVOICES.COM - PAB ID: 9915086 or RI15086 <http://www.radioinvoices.com>

Spot Data – PAB Vendor IDB# - 2088.

<http://www.spotdata.com> \$1 charge per invoice (PAB will reimburse related fees to participating stations)