

NCSA-PEP TRAFFIC INSTRUCTIONS - Radio

January 30 – February 12, 2023

PA Dept of Health “**Naloxone**” :30 - new

PA Dept of Human Services “**SWAN Keyshawn**” :30

PA Dept of Human Services “**SWAN Tori**” :30 - new

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

PA Dept of Health - “**Naloxone**” - new

Campaign sponsor	PA Dept of Health
Campaign purpose	Naloxone (:30)
Campaign dates	1/30/23 – 2/12/23
Link to spots	https://spaces.hightail.com/space/r5ZovLiYr
Spot titles (ISCI Codes)	DOHN2128
Airplay requested	4x spots per week M-Su 6a – 12a

PA Dept of Human Services – “**SWAN Tori**” :30 - new

Campaign sponsor	Dept of Human Services – Statewide Adoption Network
Campaign purpose	SWAN Tori
Campaign dates	1/30/23 – 2/12/23
Link to spots	https://spaces.hightail.com/space/FGTu1ij7IH
Spot titles (ISCI Codes)	DHSS2161
Airplay requested	4x spots per week M-Su 6a – 12a

PA Dept of Human Services – “SWAN Keyshawn” :30

Campaign sponsor	PA Dept of Human Services
Campaign purpose	SWAN (:30)
Campaign dates	1/30/23 – 2/12/23
Link to spots	https://spaces.hightail.com/space/3ggglqLnU3
Spot titles (ISCI Codes)	DHSS2133
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)