

PAB NCSA-PEP TRAFFIC INSTRUCTIONS – Television

January 30, 2023 – February 12, 2023

PA Dept of Health “**NALOXONE**” :30

PA Liquor Control Board “**HOMEWORK**” :30

PA Liquor Control Board “**KNOW YOUR TOW**” :30

Please rotate the campaigns evenly

PA Dept of Health – “**Naloxone**”

Campaign sponsor	PA DOH
Campaign purpose	Naloxone (:30)
Campaign dates	1/30/23 – 2/12/23
Link to spots	https://bit.ly/3DagOO3
Spot titles (ISCI Codes)	DOHN2222
Airplay requested	4x spots per week M-Su 6a – 12a

PA Liquor Control Board – “**Homework**”

Campaign sponsor	PA Liquor Control Board
Campaign purpose	Homework (:30)
Campaign dates	1/30/23 – 2/12/23
Link to spots	https://bit.ly/3H8HPCJ
Spot titles (ISCI Codes)	PLCB2219
Airplay requested	4x spots per week M-Su 6a – 12a

PA Insurance Fraud Prevention Authority – “Know Your Tow”

Campaign sponsor	PA IFPA
Campaign purpose	Know Your Tow (:30)
Campaign dates	1/30/23 – 2/12/23
Link to spots	https://bit.ly/3j4GWDj
Spot titles (ISCI Codes)	IFPA2222
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)