

## NCSA-PEP TRAFFIC INSTRUCTIONS - Radio

October 10 – October 23, 2022

***Please NOTE – The PA National Guard spots have expired  
– please remove all PANG ISCI's from rotation – ie  
PANG2101 – PANG2199***

PA Dept of Aging “**Medicare Enrollment 2022**” :30

PA Turnpike “**Go Orange**” :30

PA DHS “**Kin Connector**” :30

PA Game Commission “**Hunt Safely**” :30

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

PA Dept of Aging – “**Medicare**” :30

Campaign sponsor	PA Dept of Aging
Campaign purpose	<b>Medicare Enrollment 2022</b>
Campaign dates	10/10/22 – 10/23/22
Link to spots	<a href="https://spaces.hightail.com/space/wd1PCQV7IS">https://spaces.hightail.com/space/wd1PCQV7IS</a>
Spot titles (ISCI Codes)	<b>MEDI2122</b>
Airplay requested	4x spots per week M-Su 6a – 12a

PA Turnpike – “**Go Orange**” :30

Campaign sponsor	PA Turnpike
Campaign purpose	<b>Go Orange</b>
Campaign dates	10/10/22 – 10/23/22
Link to spots	<a href="https://spaces.hightail.com/space/5DbZkHvn2q">https://spaces.hightail.com/space/5DbZkHvn2q</a>
Spot titles (ISCI Codes)	<b>TPKE2135</b>
Airplay requested	4x spots per week M-Su 6a – 12a

PA DHS - “Kin Connector”

Campaign sponsor	PA DHS
Campaign purpose	<b>Kin Connector (:30)</b>
Campaign dates	10/10/22 – 10/23/22
Link to spots	<a href="https://spaces.hightail.com/space/OGETBbKGnr">https://spaces.hightail.com/space/OGETBbKGnr</a>
Spot titles (ISCI Codes)	<b>KINC2121</b>
Airplay requested	4x spots per week M-Su 6a – 12a

PA Game Commission - “Hunt Safely”

Campaign sponsor	PA Game Commission
Campaign purpose	<b>Hunt Safely (:30)</b>
Campaign dates	10/10/22 – 10/23/22
Link to spots	<a href="https://spaces.hightail.com/space/aBG5DNFt2L">https://spaces.hightail.com/space/aBG5DNFt2L</a>
Spot titles (ISCI Codes)	<b>PAGC2122</b>
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](mailto: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)