

# NCSA-PEP TRAFFIC INSTRUCTIONS - Radio

December 5 – December 18, 2022

PA Turnpike “**Winter Safety**” :30

PA Dept of Aging “**ELDER ABUSE**” :30

PA Treasury “**ABLE**” :30

PA Game Commission “**Holiday Hunting**” :30

PA Department of Agriculture “**PA Preferred Veterans**”

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

PA Dept of Aging – “**ELDER ABUSE**” :30

Campaign sponsor	PA Dept of Aging
Campaign purpose	<b>Elder Abuse</b>
Campaign dates	12/5/22 – 12/18/22
Link to spots	<a href="https://spaces.hightail.com/space/VOXzH5fJ5q">https://spaces.hightail.com/space/VOXzH5fJ5q</a>
Spot titles (ISCI Codes)	<b>PDOA2137</b>
Airplay requested	4x spots per week M-Su 6a – 12a

PA Turnpike – “**Winter Safety**” :30

Campaign sponsor	PA Turnpike
Campaign purpose	<b>WINTER Safety</b>
Campaign dates	12/5/22 – 12/18/22
Link to spots	<a href="https://spaces.hightail.com/space/sofKz0YWCI">https://spaces.hightail.com/space/sofKz0YWCI</a>
Spot titles (ISCI Codes)	<b>TPKE2147</b>
Airplay requested	4x spots per week M-Su 6a – 12a

PA Treasury - “PA ABLE”

Campaign sponsor	PA Treasury
Campaign purpose	<b>PA ABLE (:30)</b>
Campaign dates	12/5/22 – 12/18/22
Link to spots	<a href="https://spaces.hightail.com/space/WcUk5FlBeH">https://spaces.hightail.com/space/WcUk5FlBeH</a>
Spot titles (ISCI Codes)	<b>ABLE2122</b>
Airplay requested	4x spots per week M-Su 6a – 12a

PA Department of Agriculture - “PA Preferred Veterans”

Campaign sponsor	PA Dept of Agriculture
Campaign purpose	<b>PA Preferred Veterans (:30)</b>
Campaign dates	12/5/22 – 12/18/22
Link to spots	<a href="https://spaces.hightail.com/space/YEDRxJJbTT">https://spaces.hightail.com/space/YEDRxJJbTT</a>
Spot titles (ISCI Codes)	<b>PDAG2141</b>
Airplay requested	4x spots per week M-Su 6a – 12a

PA Game Commission - “Holiday Hunting”

Campaign sponsor	PA Game Commission
Campaign purpose	<b>Holiday Hunting (:30)</b>
Campaign dates	12/5/22 – 12/18/22
Link to spots	<a href="https://spaces.hightail.com/space/26Ool7p9GH">https://spaces.hightail.com/space/26Ool7p9GH</a>
Spot titles (ISCI Codes)	<b>PAGC2126</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)