

## NCSA-PEP TRAFFIC INSTRUCTIONS - Television

September 28, 2020 – October 11, 2020

PA Bar Assn “PA BAR” :30 / PHIEA “Pennie” :30

PA DOH – “Get Help Now” :30 / PAARNG – “Serve Close” :30

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

### PA Bar Assn - “PA BAR Assn”

Campaign sponsor	PA Bar Assn
Campaign purpose	<b>PA BAR Assn (:30)</b>
Campaign dates	9/28/20 – 10/11/20
Link to spots	<a href="https://bit.ly/3kKcDNp">https://bit.ly/3kKcDNp</a>
Spot titles (ISCI Codes)	<b>PBAR2206</b>
Airplay requested	4x spots per week M-Su 6a – 12a

### PHIEA - “Pennie”

Campaign sponsor	PHIEA – Pennie
Campaign purpose	<b>Pennie (:30)</b>
Campaign dates	9/28/20 – 10/11/20
Link to spots	<a href="https://bit.ly/35ZGi14">https://bit.ly/35ZGi14</a>
Spot titles (ISCI Codes)	<b>PHEA2200</b>
Airplay requested	4x spots per week M-Su 6a – 12a

### PA Department of Health - “Get Help Now”

Campaign sponsor	PA Dept of Health
Campaign purpose	<b>Dept of Health – Get Help Now (:30)</b>
Campaign dates	9/28/20 – 10/11/20
Link to spots	<a href="https://bit.ly/3hTksPb">https://bit.ly/3hTksPb</a>
Spot titles (ISCI Codes)	<b>PDOH2230</b>
Airplay requested	4x spots per week M-Su 6a – 12a

PA National Guard - "Serve Close to Home"

Campaign sponsor	PA National Guard
Campaign purpose	<b>PA National Guard – Serve Close to Home (:30)</b>
Campaign dates	9/28/20 – 10/11/20
Link to spots	<a href="https://bit.ly/2G3lyKZ">https://bit.ly/2G3lyKZ</a>
Spot titles (ISCI Codes)	<b>PANG2233</b>
Airplay requested	4x spots per week M-Su 6a – 12a

Additional Notes:

PAB requests that your station run 8x spots per week, 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 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.

**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)