



TV TRAFFIC INSTRUCTIONS

Iowa Broadcasters Association PEP: Public Education Partnership

Date: October 26, 2018

Attention: General Manager/Traffic Manager

Client: National Guard

The National Guard PEP campaign has been renewed for the next 12 months . Please continue to air the same National Guard spots you are currently running. However, we expect new creative later in the year. We will send updated instructions when the new creative is available. Below you will find the National Guard Public Education Partnership (PEP) schedule dates. The television spots can be downloaded at <https://lmdresources.com/arng-iowa> if you need to download them again.

There are :30 and :15 messages, which **also include versions in Spanish**. Please run the appropriate announcements for your station. All National Guard spots have been cleared for web streaming/Internet broadcast.

Air Dates:

November 1, 2018 - October 31, 2019

Schedule Instructions:

Please schedule 14 -16 announcements per week with at least 4 to 5 spots scheduled to run Monday through Sunday, 5:00 p.m. to 11:30 p.m. Schedules can include multi-cast channels.

When possible, front-load early in the week. While spots are subject to pre-emption, please schedule appropriate make-goods for those missed.

Please monitor the schedule to make sure you actually **average at least 15 announcements** for each week the spots are scheduled to run.

Please note that documentation for the National Guard requires the IBA to report monthly to their agency and they have requested Notarized Affidavits or invoices on station letterhead with broadcast times, number of spots and the rate which would apply for the spots run on your station had they been billed at your current applicable rates, or the Average Spot Rate.

Please forward a copy of these instructions to your Traffic or Business Manager so we can continue to have your station provide documentation each month.

Invoices should be sent to the following address:

IBA PEP, 2104 Bittersweet Road, Marshalltown, IA 50158

Questions? If you have any questions, please call Mark Osmundson at (641) 752-4122 (mark@iowabroadcasters.com).

Thank you for continuing to support the IBA National Guard Public Education Partnership Program!