



PUBLIC EDUCATION PARTNERSHIP (PEP) PROGRAM
TRAFFIC INSTRUCTIONS

RADIO

11/22/2022

NEW CAMPAIGN	
IOWA ATTORNEY GENERAL CAMPAIGN	
START DATE	12/1/2022
END DATE	1/31/2023
DOWNLOAD NEW SPOT	<u>Click Here To Download Spot</u>
SEND INVOICES TO	IBA PEP, 1916 Gethmann Lane, Marshalltown, IA 50158
CAMPAIGN TITLES (ENGLISH)	Opioids
SCHEDULE INSTRUCTIONS	Please schedule 14 -16 announcements per week with at least 4 to 5 spots scheduled to run Monday through Sunday, 6:00 a.m. to 7:00 p.m.
	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 spots per week.
	Please note that documentation for the Iowa Attorney General 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.
	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.