



PUBLIC EDUCATION PARTNERSHIP (PEP) PROGRAM
TRAFFIC INSTRUCTIONS

TELEVISION

Updated: 9/15/2025

CAMPAIGN RESTART

IOWA SECRETARY OF STATE

START DATE

9/19/2025

END DATE

11/4/2025

CAMPAIGN TITLE

Voter Ready

DOWNLOAD SPOT HERE »

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****Address Change**
SEND INVOICES TO**

IBA PEP, 1832 Parkside Village Dr., Clayton, NC 27520

**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.

Note that documentation for the **Iowa Secretary of State** campaign 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.