



NCSA-PEP TRAFFIC INSTRUCTIONS - TV
March 1-31, 2023
revised Feb.21, 2023

Thank you for your support of the OAB's NCSA-PEP program! Below is information about our ONE TV campaign airing during the month of March, which also aired in February.

The **Ohio Department of Transportation (ODOT)** campaign continues through March 31.

All OAB NCSA-PEP spots are approved for web streaming and may be posted on station websites.

Sponsor	Ohio Department of Transportation		
Purpose	Encourages Ohioans to participate in an ODOT study on sustainable funding for local road and bridge maintenance.		
Dates	1/1/2023 – 3/31/2023		
Link to spots	https://oab.org/ohio-dept-transportation-2023/		
ISCI codes and spot titles	ISCI Code	Spot Title	Lgth
	ODOT2201	Ohio Road Funding	:30
	ODOT1202	Ohio Road Funding	:15
March airplay request	10 plays or 100% of OAB airplay		

Additional Notes:

- We have provided a suggested minimum number of spots per month for each campaign, as well as a suggested percentage of total spots to be allocated to each campaign. As always, we are grateful for any contribution that your station makes.
- Spots should be aired between 5 a.m. – 12 midnight, Monday through Sunday.
- Questions? Contact the OAB's Mariah West at mwest@oab.org.