



NCAB NCSA TRAFFIC INSTRUCTIONS

Updated: December 23, 2015

1. VISIT NORTH CAROLINA (FORMERLY NC DIVISION OF TRAVEL & TOURISM)

MEDIA	TITLE	LENGTH	ROTATION	KILL DATE
Radio	Website	:30	25%	No Kill Date
	Mobile	:30		
	Keystrokes	:30		
	Mobile Website- Pod	:60		
	Keystrokes Mobile-Pod	:60		
Television	Aquarium	:15		
	Beach	:15		
	Golf	:15		
	Kayak	:15		

Radio: https://www.dropbox.com/sh/eahat1lo58pit6x/AAAXxzlelZ3QwskNCY_e0G7ta?dl=0

Television: <https://www.dropbox.com/sh/yqx4wz1hqgtnyem/AABZHyYobxykppGaFaLLkZoCa?dl=0>



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2. NORTH CAROLINA CLEAN ENERGY TECHNOLOGY CENTER

MEDIA	TITLE	LENGTH	ROTATION	KILL DATE
Radio	Business Leader	:30	35%	3/31/2016
	Concerned Consumer	:30		
Television	Business Leader	:30		
	Concerned Consumer	:30		
	Biofuels	:30		
Digital	Banner ads attached			

Radio: <https://www.dropbox.com/sh/ol6hk7x0go4eear/AABPUJf7ZJfqIm45GUVdXNZ4a?dl=0>

Television: <https://www.dropbox.com/sh/xlj8hbpqpfswxae/AABdMuHTyTjnmODUpYXj0dnba?dl=0>

Banner Ads: <https://www.dropbox.com/sh/1o3ddc34i6ow0eo/AACNfPFK-luQfszzdfmq14S9a?dl=0>



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3. NORTH CAROLINA STATE BOARD OF ELECTIONS

MEDIA	TITLE	LENGTH	ROTATION	KILL DATE
Radio	Bring It	:30	40%	6/30/2016
	Bring It	:60		
Television	Bring It	:30		
	Bring It	:60		

Radio: <https://www.dropbox.com/sh/87k1klz51n2avv8/AAD-eQopLUKh4mOIBB5xWMRNa?dl=0>

Television: <https://www.dropbox.com/sh/w1ah9hfmeyp4z62/AAC6QhS0e6xfZqmPvj1DdmGCa?dl=0>