



# NCAB NCSA TRAFFIC INSTRUCTIONS

Updated: February 26, 2016

## 1. VISIT NORTH CAROLINA

MEDIA	TITLE	LENGTH	ROTATION	KILL DATE
<b><i>Radio</i></b>	Website	:30	20%	No Kill Date
	Mobile	:30		
	Keystrokes	:30		
	Mobile Website- Pod	:60		
	Keystrokes Mobile-Pod	:60		
<b><i>Television</i></b>	Aquarium	:15		
	Beach	:15		
	Golf	:15		
	Kayak	:15		

Radio: <https://www.dropbox.com/sh/e4tfm773f4d5lfo/AADKNGGpcPtNyBmQr2YrZwnGa?dl=0>

Television: <https://www.dropbox.com/sh/22zuj54fciahgfk/AADNyn6vODcjs3HLAlglKy51a?dl=0>



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2. NORTH CAROLINA CLEAN ENERGY TECHNOLOGY CENTER

MEDIA	TITLE	LENGTH	ROTATION	KILL DATE
<b>Radio</b>	Business Leader	:30	30%	3/31/2016
	Concerned Consumer	:30		
<b>Television</b>	Business Leader	:30		
	Concerned Consumer	:30		
	Novozymes Commercial	:30		
<b>Digital</b>	Banner ads attached			

Radio: <https://www.dropbox.com/sh/lj25cejtnyr77f/AACLrxjsjFYPLUf2-nDVur1Za?dl=0>

Television: <https://www.dropbox.com/sh/sp1m0fenwyzpu1x/AACtPPHhsyNygNTbkDKRUgoFa?dl=0>

Banner Ads: <https://www.dropbox.com/sh/m9ppfvue0e67eik/AAD0sKa4yFI5lWvHj8bubJXHa?dl=0>



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## 3. NORTH CAROLINA STATE BOARD OF ELECTIONS

<u>MEDIA</u>	<u>TITLE</u>	<u>LENGTH</u>	<u>ROTATION</u>	<u>KILL DATE</u>
<b><i>Radio</i></b>	Bring It	:30	30%	6/30/2016
	Bring It	:60		
<b><i>Television</i></b>	Be Recognized	:30		
	Be Recognized	:60		

**Radio:** [https://www.dropbox.com/sh/bwynqxkmhnu5jce/AACXSxV7L9r6IVpb5vnr0\\_mQa?dl=0](https://www.dropbox.com/sh/bwynqxkmhnu5jce/AACXSxV7L9r6IVpb5vnr0_mQa?dl=0)

**Television:** <https://www.dropbox.com/sh/wdpacbd8lo80n5t/AACT69WdCAGrvkFeotbEFFBDa?dl=0>



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## 4. NORTH CAROLINA 811

<u>MEDIA</u>	<u>TITLE</u>	<u>LENGTH</u>	<u>ROTATION</u>	<u>KILL DATE</u>
<b>Radio</b>	NC811 - 811 Day - NCBC	:30	20%	8/31/2016
	NC811 - General - NCBC	:15		
	NC811 - General - NCBC	:30		
	NC811 - National Safe Digging Month - NCBC	:30		
<b>Television</b>	NC811 - NCBC - National Safe Digging Month	:30		
	NC811 - NCBC - General	:30		

Radio: [https://www.dropbox.com/sh/49qjt8ms55ijni4/AAAB09Ofd6\\_9YeLUTD5aBB0Ha?dl=0](https://www.dropbox.com/sh/49qjt8ms55ijni4/AAAB09Ofd6_9YeLUTD5aBB0Ha?dl=0)

Television: <https://www.dropbox.com/sh/b4ch7cc19vp47gh/AAAdPu1p88Q5cA--J70R-SDTa?dl=0>