



PUBLIC EDUCATION PARTNERSHIP (PEP)
TRAFFIC INSTRUCTIONS
TELEVISION

9/21/2021

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| CAMPAIGN TYPE: | PEP |
| CAMPAIGN TITLE: | HELMSLEY CHARITABLE TRUST CAMPAIGN |
| START DATE: | 9/21/2021 |
| END DATE: | Please Continue Airing Until Further Notice |
| DOWNLOAD REPLACEMENT SPOT: | <u>CLICK HERE TO DOWNLOAD REPLACEMENT SPOT</u> |
| SEND INVOICES TO: | IBA PEP, 1916 Gethmann Lane, Marshalltown, IA 50158 |
| QUESTIONS? PLEASE CONTACT: | Gail Summerville info@iowabroadcasters.com |
| 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 Helmsley Charitable Trust 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. |



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9/21/2021

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| CAMPAIGN TYPE: | PEP |
| CAMPAIGN TITLE: | ARMY NATIONAL GUARD CAMPAIGN |
| START DATE: | 11/1/2017 |
| END DATE: | Please Continue Airing Until Further Notice |
| DOWNLOAD SPOTS: | << <u>DOWNLOAD NATIONAL GUARD SPOTS HERE</u> >> |
| DOWNLOAD ADDITIONAL SPOT: Start Date – 7/29/2020 | << <u>CLICK HERE TO DOWNLOAD ADDITIONAL SPOTS</u> >> |
| SEND INVOICES TO: | IBA PEP, 1916 Gethmann Lane, Marshalltown, IA 50158 |
| QUESTIONS? PLEASE CONTACT: | Gail Summerville info@iowabroadcasters.com |
| 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 Army National Guard 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, not Rate. |
| | 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. |