



PUBLIC EDUCATION PARTNERSHIP (PEP) PROGRAM
TRAFFIC INSTRUCTIONS

TELEVISION

11/30/2022

IOWA ATTORNEY GENERAL CAMPAIGN

START DATE

12/1/2022

END DATE

1/31/2023

DOWNLOAD NEW SPOT

[Click Here To Download Spot-Standard](#)

[Click Here To Download Spot-CC](#)

SEND INVOICES TO

IBA PEP, 1916 Gethmann Lane, Marshalltown, IA 50158

**CAMPAIGN TITLES
(ENGLISH)**

Opioids

**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 Iowa Attorney General 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.



PUBLIC EDUCATION PARTNERSHIP (PEP) PROGRAM
TRAFFIC INSTRUCTIONS

TELEVISION

11/30/2022

CAMPAIGN RESTART	
WILDWOOD HILLS RANCH	
START DATE	12/1/2022
END DATE	12/22/2022
DOWNLOAD NEW SPOT	<u>Click Here To Download Spot</u> (mpg or mov)
SEND INVOICES TO	IBA PEP, 1916 Gethmann Lane, Marshalltown, IA 50158
CAMPAIGN TITLES (English)	Wildwood Ranch
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 Wildwood Hills Ranch 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.