



PUBLIC EDUCATION PARTNERSHIP (PEP)
TRAFFIC INSTRUCTIONS
 RADIO

ARMY NATIONAL GUARD CAMPAIGN

AIR STATE DATE:	November 1, 2017
AIR END DATE:	Please Continue Airing Until Further Notice
DOWNLOAD SPOTS:	<< DOWNLOAD NATIONAL GUARD SPOTS HERE >>
SEND INVOICES TO:	IBA PEP, 1916 Gethmann Lane, Marshalltown, IA 50158
QUESTIONS? PLEASE CONTACT:	Gail Summerville 515-224-7237 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, or the Average Spot 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.

**Thank you for continuing to support the IBA Army National Guard
Public Education Partnership Program!**