



STEM TRAFFIC INSTRUCTIONS

Iowa Broadcasters Association PEP: Public Education Partnership

Date: March 18, 2020
Attention: General Manager/Traffic Manager
Client: STEM (Governor's STEM Advisory Council)

Below you will find the STEM schedule. **The spot title is: STEM_PSA_30** and can be retrieved from the following link:

https://www.dropbox.com/s/jpgs79ue1lqr3zg/STEM_PSA_30.mov?dl=0

This STEM spot has been cleared for web streaming/Internet broadcast.

Air Dates:

1 Week Schedule in MARCH

March 23 - March 29, 2020

Schedule Instructions:

Note that this is only a 1 week campaign. Please schedule a minimum of 10 to 11 spots per week with at least 2 to 3 spots scheduled to run Monday through Sunday, 5:00 p.m. to 11:30 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 10 announcements** for the week the spots are scheduled to run.

Please forward a copy of these instructions to your Traffic or Business Manager so we can continue to have your station provide a schedule report. We need to know the total number of STEM spots that ran during the schedule, including a dollar value showing what the schedule would have cost had it been billed at your applicable rates.

Invoices should be sent to the following address:

IBA PEP, 1916 Gethmann Lane, Marshalltown, IA 50158

Questions? If you have any questions, please call Mark Osmundson at (641) 752-4122 (mark@kdao.com)

Thank you for your support of the IBA STEM Public Education Partnership Program!