



PUBLIC EDUCATION PARTNERSHIP (PEP) PROGRAM
TRAFFIC INSTRUCTIONS

TELEVISION

Updated: 9/30/2025

IOWA SECRETARY OF STATE

START DATE	9/19/2025
END DATE	11/4/2025
CAMPAIGN TITLE	Voter Ready
DOWNLOAD SPOT HERE »	<< <u>CLICK HERE TO DOWNLOAD</u> >>
Address Change SEND INVOICES TO	IBA PEP, 1832 Parkside Village Dr., Clayton, NC 27520
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.
	Note that documentation for the Iowa Secretary of State 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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****NEW CAMPAIGN****

IOWA AIR NATIONAL GUARD

START DATE	10/1/2025
END DATE	12/31/2025
CAMPAIGN TITLES	1. Next Step 2. Why I Serve
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	Please monitor the schedule to make sure you actually average at least 15 spots per week.
	Note that documentation for the Iowa Air National Guard 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.