



# 2017 TRAFFIC INSTRUCTIONS

## Army National Guard Broadcast Materials

For Public Education Partnership & NCSA Program Participants

November 1, 2017  
 Attn: Station Traffic Manager  
 Re: **Army National Guard**

We appreciate your assistance in broadcasting this important message. Our new campaign “Something Greater” focuses on our Citizen-Soldiers’ commitment to community and country as well as the many personal and professional benefits Guard service offers.

<b>SPONSOR:</b>	Army National Guard
<b>FLIGHT DATES:</b>	<b>11/01/2017 – 10/31/2018</b>
<b>GUIDELINES:</b>	Please provide affidavits at the end of each month with individual rates or an average (ROS) rate
<b>TIME PERIODS:</b>	Between 5:00 a.m. – 12 Midnight (preferred)
<b>AUDIENCE:</b>	All ages
<b>NOTES:</b>	Talent rights for all Army Guard spots are cleared for web streaming/Internet broadcast. We also encourage participation from digital sub-channels. TV is closed captioned and Nielsen SPOTTRAC encoded

### 2017 ARMY NATIONAL GUARD – SOMETHING GREATER CAMPAIGN

Radio			
Effective 11/01/2017 through 10/31/2018			
1	Something Greater	:60	English
2	Something Greater	:30	English
3	We Stand Guard	:60	English
4	We Stand Guard	:30	English
5	Guard STEM Careers	:60	English
6	Guard STEM Careers	:30	English
7	Testimonial – Colledge	:60	English
8	Testimonial - Colledge	:30	English

Television			
Effective 11/01/2017 through 10/31/2018			
1	Something Greater	:30	English
2	Something Greater	:15	English
3	Heart of the Soldier	:30	English
4	Heart of the Soldier	:15	English
5	Guard Careers	:30	English
6	Guard Careers	:15	English
7	Guard Careers STEM	:30	English
8	Guard Careers STEM	:15	English
9	Benefits	:30	English
10	Benefits	:15	English

Thank you for supporting the Guard’s NCSA/PEP Program!