



TRAFFIC INSTRUCTIONS FOR RADIO STATIONS

1. SCMEP - 100% through MARCH 31, 2018

[:30 spot – Spot 1](#)

[:30 spot – Spot 2](#)

[:30 spot – Spot 3](#)

2. SC TECH- rotate these four spots equally through JUNE 2018

[:30 spot - SC Technical College Systems \IMADEITSC Advanced 30](#)

[:30 spot - SC Technical College Systems \IMADEITSC Automotive 30](#)

[:30 spot - SC Technical College Systems \IMADEITSC Cybersecurity 30](#)

[:30 spot - SC Technical College Systems \IMADEITSC Medical 30](#)

3. SC ARMY GUARD – PLEASE SEE SEPARATE SC ANG TRAFFIC INSTRUCTIONS

LOGGING/SCHEDULE:

PEP spots for South Carolina Broadcasters Association sponsors should be logged as such, so detailed monthly reports can be provided to SCBA. Please e-mail your reports and the PEP Affidavit to Paula Thayer at paula@scba.net by the 10th of every month. All PEP spots should run in the best time periods available (6a-12a, if possible) and as frequently as possible.

WEBSITE SUPPORT: For all PEP Partners -- Links to spots for download, traffic instructions, and summary report form are also available at http://scba.net/ncsa_stationparticipation.htm

REPORTING PROCEDURE:

Please see the PEP Monthly Summary attached (produce copies as needed). Each month, the Summary is to be completed with the total number and dollar value of the spots aired and e-mailed to Paula: paula@scba.net

Thank you for your support of this campaign. Any questions, call the SCBA office at 803-732-1186.

PEP MONTHLY SUMMARY- Fill out a separate report for each campaign

The attached documents indicate our use of the SCBA-PEP spots for

(PEP partner agency/organization)

For the month of _____, 2018.

Had they been purchased as a commercial buy, the total cost for these spots (based on our current rate card) would have been \$ _____. The total number of spots we ran for the above month was_____.

Signed _____

Station _____

Phone Number (____)_____

Email Address_____

Please return this sheet and supporting documentation by **e-mail** to paula@scba.net