



2019 TRAFFIC INSTRUCTIONS

ARMY NATIONAL GUARD Broadcast Materials - ENGLISH
For NDBA Public Education Partnership Program

PEP MATERIALS!

August 1, 2019
Attn: Station Traffic Manager
Re: Army National Guard

We appreciate your assistance in broadcasting this important message. The updated statewide recruitment campaign *Live Here—Serve Here* continues to focus on local Army National Guard members' commitment to community and country as well as the many personal and professional benefits part-time service offers. Four new TV spots and four new radio spots (in bold text below) have been added to this NCSA-PEP campaign.

SPONSOR:	Army National Guard
FLIGHT DATES:	08/01/2019 – 10/31/2019
GUIDELINES:	Please provide affidavits at the end of each month with individual rates or an average (ROS) rate
ROTATION:	Rotate all spots evenly
TIME PERIODS:	Between 5:00 a.m. – 12 Midnight (preferred)
AUDIENCE:	All ages
NOTES:	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

2019 ARMY NATIONAL GUARD CAMPAIGN: *LIVE HERE—SERVE HERE*

ENGLISH LANGUAGE RADIO				
Effective 08/01/2019 through 10/31/2019				
1	I Will	:30	ZNGB9050	English
2	I Will	:60	ZNGB9051	English
3	Guard Lifestyle	:30	ZNGB9052	English
4	Guard Lifestyle	:60	ZNGB9053	English
5	Live Here—Serve Here	:30	ZNGB9074	English
6	Live Here—Serve Here	:60	ZNGB9075	English
7	Guard Family	:30	ZNGB9076	English
8	Guard Family	:60	ZNGB9077	English

ENGLISH LANGUAGE TELEVISION				
Effective 08/01/2019 through 10/31/2019				
1	I Will	:15	ZNGB9048	English
2	I Will	:30	ZNGB9049	English
3	Live Here—Serve Here	:15	ZNGB9068	English
4	Live Here—Serve Here	:30	ZNGB9069	English
5	Guard Family	:15	ZNGB9070	English
6	Guard Family	:30	ZNGB9071	English
7				
8				

Please KILL any Army National Guard NCSA-PEP commercials that are not listed on these traffic instructions, but may presently be in rotation on your station.

Thank you for supporting the ND Guard's PEP Program!