



PEP TRAFFIC INSTRUCTIONS FOR 2019

DATE: January 1, 2020

TO: General Managers and Station PEP Coordinators – SC TV Stations

FROM: Margaret Wallace, Executive Director
South Carolina Broadcasters Association

SPONSOR: **South Carolina Manufacturing Extension Partnership (SCMEP)**

FORMAT:

TV – one spot to be run exclusively through 6/30/20.

[:30 spot – Spot 1 TV](#)

RADIO – rotate these three spots equally through 6/30/20.

[:30 spot – Spot 1 Radio](#)

[:30 spot – Spot 2 Radio](#)

[:30 spot – Spot 3 Radio](#)

MESSAGE:

This spot promotes the value offered by SCMEP to small and mid-size manufacturers in South Carolina who want to see their manufacturing operations grow through partnership with this 501(c)3 organization.

LOGGING/SCHEDULE:

PEP spots for South Carolina Broadcasters Association sponsors should be logged as such, so detailed monthly reports can be provided to the SCBA office. 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/nscsa_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. It is preferred that you e-mail signed Summary and supporting documentation to Paula Thayer at paula@scba.net but you can mail them to the address shown below showing dates and times of spots aired:

SCBA
2711 Middleburg Drive
Columbia, SC 29204

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

PEP MONTHLY SUMMARY

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

SCMEP

(PEP partner agency/organization)

For the month of _____, 2020.

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 or mail them to:

Paula Thayer
SCBA
2711 Middleburg Drive, Suite 201
Columbia, SC 29204