



# PUBLIC EDUCATION PROGRAM ASSETS – JAN 16, 2024 UPDATE

The Public Education Program (PEP) is a PSA-style advertising partnership made available to a limited number of Arizona government agencies and non-profit groups. In support of this program, the Arizona Media Association asks each Arizona local media brand to donate a small portion of their monthly ad inventory from owned channels. PEP proceeds fund the vast majority of costs that keep our Arizona Media Association alive plus the program ensures public interest ads reach Arizona audiences even when big budgets might not otherwise allow that reach. As a rule, we only partner on campaigns with no existing commercial advertising arm in local radio, TV and print. Monthly reporting instructions can be found on the last page of this document.

## 1-CITY OF CHANDLER (NEW TV SPOTS + REMINDER OF NEW CAMPAIGN)

**CAMPAIGN RUN WINDOW:** JAN 1, 2024 – APRIL 30, 2024

**CAMPAIGN SUMMARY:** Our city of Chandler campaign focuses on statewide recruitment to Chandler for jobs, commerce and quality of life.

**CAMPAIGN NOTES:** This campaign is adding two new TV ads. All radio, digital and print ads remain the same. Because this campaign just launched Jan 1, please also confirm this new campaign is running.

<b>ENGLISH AUDIO (RADIO):</b>	<b>SPANISH AUDIO (RADIO):</b>
<a href="#">Recruit E :30 - CHAN1001</a>	<a href="#">Recruit S :30 - CHAN1004</a>
<a href="#">Police E :30 - CHAN1002</a>	<a href="#">Police S :30 - CHAN1005</a>
<a href="#">Public E :30 - CHAN1003</a>	<a href="#">Public S :30 - CHAN1006</a>

<b>ENGLISH VIDEO (TV):</b>	<b>SPANISH VIDEO (TV):</b>
<a href="#">HR E :30 - CHAN1007</a>	<a href="#">HR S :30 - CHAN1010</a>
<a href="#">Police E :30 - CHAN1008</a>	<a href="#">Police S :30 - CHAN1011</a>
<a href="#">Public E :30 - CHAN1013 (NEW AD)</a>	<a href="#">Public S :30 - CHAN1014 (NEW AD)</a>

<b>DIGITAL (BANNERS, ENGLISH ONLY):</b>	<i>CLICK THRU URL:</i> <a href="https://jointeamchandler.com">https://jointeamchandler.com</a>
<a href="#">300 X 250</a>   <a href="#">728 X 90</a>   <a href="#">160 x 600</a>   <a href="#">336 x 280</a>	
<a href="#">300 x 600</a>   <a href="#">970 x 250</a>   <a href="#">320 x 50</a>   <a href="#">300 x 50</a>	

<b>PRINT (NEWSPAPER, ENGLISH ONLY):</b>	<i>PRINT NOTES:</i> Okay to float to fit your specific need
<a href="#">4.9" X 4.9"</a>	
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## 2-ARIZONA VOTING: SEC OF STATE + AZSUPREME COURT (NO CHANGES NOW, BUT CONFIRM RUN WINDOW BELOW)

**CAMPAIGN RUN WINDOW:** JAN 1, 2024 – NOV 5, 2024 (in last month’s note, we mistakenly wrote 2023)

**CAMPAIGN SUMMARY:** Our Arizona voting campaign focuses on election awareness about both key dates for upcoming elections as well as judicial and election integrity messaging.

**CAMPAIGN NOTES:** All radio, TV, digital and print ads remain the same this month, but new radio and TV ads will be sent on Feb 15. New digital/print ads will come Mach 15. Because this campaign just launched on Jan 1, please also confirm this new campaign is running.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
<a href="#">Jury Service E :30 - AZSS2103</a>	<a href="#">Jury Service S :30 - AZSS2107</a>
<a href="#">President E :30 - AZSS2100</a> (runs until March 15)	<a href="#">President S :30 - AZSS2104</a> (runs until March 15)
<a href="#">Independents E :30 - AZSS2101</a> (runs until Feb 15)	<a href="#">Independents S :30 - AZSS2105</a> (runs until Feb 15)
<a href="#">Vote E :30 - AZSS2102</a> (runs until Feb 15)	<a href="#">Vote S :30 - AZSS2106</a> (runs until Feb 15)

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
<a href="#">Jury Service E :30 - AZSS2111</a>	<a href="#">Jury Service S :30 - AZSS2115</a>
<a href="#">President E :30 - AZSS2108</a> (runs until March 15)	<a href="#">President S :30 - AZSS2112</a> (runs until March 15)
<a href="#">Independents E :30 - AZSS2109</a> (runs until Feb 15)	<a href="#">Independents S :30 - AZSS2113</a> (runs until Feb 15)
<a href="#">Vote E :30 - AZSS2110</a> (runs until Feb 15)	<a href="#">Vote S :30 - AZSS2114</a> (runs until Feb 15)

DIGITAL (BANNERS, ENGLISH ONLY):	CLICK THRU URL: <a href="https://www.arizona.vote/">https://www.arizona.vote/</a>
<a href="#">300 X 250</a>   <a href="#">728 X 90</a>   <a href="#">160 x 600</a>   <a href="#">336 x 280</a>	FYI – NEW DIGITAL ADS WILL BE SENT ON MARCH 15
<a href="#">300 x 600</a>   <a href="#">970 x 250</a>   <a href="#">320 x 50</a>   <a href="#">300 x 50</a>	

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## PUBLIC EDUCATION PROGRAM ASSETS – JAN 16, 2024 UPDATE

### 3-ARIZONA 529 EDUCATION SAVINGS (NO CHANGES)

**CAMPAIGN RUN WINDOW:** NOW – MARCH 31, 2024

**CAMPAIGN SUMMARY:** Our partnership with the Arizona Treasurer's Office promotes how you can use a 529 plan to build tax-free dollars for education expenses.

**CAMPAIGN NOTES:** All radio, TV, digital and print ads remain the same this month. As shared in our last update, we added two new radio and TV ads in December (Toys and Tomorrow).

<b>ENGLISH AUDIO (RADIO):</b>	<b>SPANISH AUDIO (RADIO):</b>
<a href="#">Future E :30 - EDUC3003</a>	<a href="#">Future S :30 - EDUC3004</a>
<a href="#">Toys E :30 – EDUC3101</a>	<a href="#">Toys S :30 – EDUC3103</a>
<a href="#">Tomorrow E :30 - EDUC3102</a>	<a href="#">Tomorrow S :30 - EDUC3104</a>

<b>ENGLISH VIDEO (TV):</b>	<b>SPANISH VIDEO (TV):</b>
<a href="#">Future E :30 - EDUC3001</a>	<a href="#">Future S :30 - EDUC3002</a>
<a href="#">Toys E :30 – EDUC3105</a>	<a href="#">Toys S :30 – EDUC3107</a>
<a href="#">Tomorrow E :30 - EDUC3106</a>	<a href="#">Tomorrow S :30 - EDUC3108</a>

<b>DIGITAL (BANNERS, ENGLISH ONLY):</b>	<b>CLICK THRU URL:</b>
<a href="#">300 X 250</a>   <a href="#">728 X 90</a>   <a href="#">160 x 600</a>   <a href="#">336 x 280</a>	<a href="https://az529.gov/2024artcontest/?utm_source=DavidsonBelluso&amp;utm_medium=banner&amp;utm_campaign=ABA&amp;utm_id=ArtContest">https://az529.gov/2024artcontest/?utm_source=DavidsonBelluso&amp;utm_medium=banner&amp;utm_campaign=ABA&amp;utm_id=ArtContest</a>
<a href="#">300 x 600</a>   <a href="#">970 x 250</a>   <a href="#">320 x 50</a>   <a href="#">300 x 50</a>	

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# PUBLIC EDUCATION PROGRAM ASSETS – JAN 16, 2024 UPDATE

## 4-ARIZONA DEPARTMENT OF TRANSPORTATION

### (NO CHANGES, REMINDER OF RUN WINDOW EXTEND)

**CAMPAIGN RUN WINDOW:** NOW – JUNE 30, 2024

**CAMPAIGN SUMMARY:** Our Arizona Department of Transportation campaign focuses on road safety.

**CAMPAIGN NOTES:** All radio, TV, digital and print ads remain the same this month. For legacy radio and TV partners, and as we shared in the last update, this campaign now runs until June 30, 2024 (it previously was scheduled to end on Dec 31, 2023). **Please make sure it didn't expire on 12/31/23.**

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
<a href="#">I-10 Improve E :30 ADOT2501</a>	<a href="#">I-10 Improve S :30 ADOT2502</a>
<a href="#">AZMVD E :30 ADOT2404</a>	<a href="#">AZMVD S :30 ADOT2405</a>
<a href="#">Bull Driver E :30 ADOT2315</a>	<a href="#">Drive Aware S :30 – ADOT2115</a>

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
<a href="#">I-10 Warnings E :30 ADOT2701</a>	<a href="#">I-10 Warnings S :30 ADOT2702</a>
<a href="#">AZMVD E :30 - ADOT2402</a>	<a href="#">AZMVD S :30 ADOT2403</a>
<a href="#">Bee Keeper E :30 - ADOT 2401</a>	<a href="#">Washer Driver S :30 ADOT2313</a>

DIGITAL (BANNERS, ENGLISH ONLY):	
<a href="#">300 X 250</a>   <a href="#">728 X 90</a>   <a href="#">160 x 600</a>   <a href="#">336 x 280</a>	CLICK THRU URL: <a href="https://moveoveraz.org">https://moveoveraz.org</a>
<a href="#">300 x 600</a>   <a href="#">970 x 250</a>   <a href="#">320 x 50</a>   <a href="#">300 x 50</a>	

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## 5-SUBSTANCE ABUSE COALITION LEADERS OF ARIZONA (NO CHANGES)

**CAMPAIGN RUN WINDOW:** NOW – JUNE 30, 2024

**CAMPAIGN SUMMARY:** We've recently merged two partnerships with the Substance Abuse Coalition Leaders of Arizona. This campaign focuses on combating all types of youth drug abuse across Arizona.

**CAMPAIGN NOTES:** All radio, TV, digital and print ads remain the same this month. For legacy radio and TV partners, this campaign recently merged two previously independent campaigns. This means there is no more separation between SACL1 meth/fentanyl (SACL ISCI) and SACL2 drug prevention (AZDR ISCI).

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
<a href="#">Silence E :30 – SACL3102</a>	<a href="#">Silence S :30 – SACL3103</a>
<a href="#">Fentanyl Youth E :30 – SACL3005</a>	<a href="#">Fentanyl Youth S :30 – SACL3007</a>
<a href="#">Kid Talking E :30 - AZDR1001</a>	<a href="#">Kid Talking S :30 - AZDR1002</a>
<a href="#">Parents Talk E :30 - AZDR1007</a>	<a href="#">Parents Talk S :30 - AZDR1008</a>

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
<a href="#">Silence E :30 – SACL3100</a>	<a href="#">Silence S :30 – SACL3101</a>
<a href="#">Fentanyl Youth E :30 – SACL3001</a>	<a href="#">Fentanyl Youth S :30 – SACL3003</a>
<a href="#">Kid Talking E :30 – AZDR1003</a>	<a href="#">Kid Talking S :30 – AZDR1004</a>
<a href="#">Parents Talk E :30 – AZDR1005</a>	<a href="#">Parents Talk S :30 – AZDR1006</a>

DIGITAL (BANNERS, ENGLISH ONLY):	
<a href="#">300 X 250</a>   <a href="#">728 X 90</a>   <a href="#">160 x 600</a>   <a href="#">336 x 280</a>	<i>CLICK THRU URL:</i> <a href="https://talknowaz.com/fentanyl-facts">https://talknowaz.com/fentanyl-facts</a>
<a href="#">300 x 600</a>   <a href="#">970 x 250</a>   <a href="#">320 x 50</a>   <a href="#">300 x 50</a>	

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## 6-ARIZONA DEPARTMENT OF EDUCATION (NO CHANGES)

**CAMPAIGN RUN WINDOW:** NOW – APRIL 30, 2024

**CAMPAIGN SUMMARY:** Our partnership with the Arizona Department of Education focuses on the many public resources available for childhood education in our state.

**CAMPAIGN NOTES:** All radio, TV, digital and print ads remain the same this month.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
<a href="#">Teacher Funds E :30–AZED4005</a>	<a href="#">Teacher Funds S :30–AZED4007</a>
<a href="#">Teacher Tutor E :30–AZED4006</a>	<a href="#">Teacher Tutor S :30–AZED4008</a>

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
<a href="#">Teacher Funds E :30–AZED4001</a>	<a href="#">Teacher Funds S :30–AZED4003</a>
<a href="#">Teacher Tutor E :30–AZED4002</a>	<a href="#">Teacher Tutor S :30–AZED4004</a>

DIGITAL (BANNERS, ENGLISH ONLY):	CLICK THRU URL:
<a href="#">300 X 250</a>   <a href="#">728 X 90</a>   <a href="#">160 x 600</a>   <a href="#">336 x 280</a>	<a href="https://www.azed.gov/achievement-tutoring">https://www.azed.gov/achievement-tutoring</a>
<a href="#">300 x 600</a>   <a href="#">970 x 250</a>   <a href="#">320 x 50</a>   <a href="#">300 x 50</a>	

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## 7-GOV OFFICE OF HIGHWAY SAFETY (NO CHANGES)

**CAMPAIGN RUN WINDOW:** NOW – JULY 30, 2024

**CAMPAIGN SUMMARY:** Our partnership with the Governor's Office of Highway Safety, National Safety Council and Arizona Trucking Association focuses on driving under the influence of marijuana and overall safe driving.

**CAMPAIGN NOTES:** All radio, TV, digital and print ads remain the same this month.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
<a href="#">High DUI Officer 1 E :30 - GOHS1005</a>	<a href="#">High DUI Officer 1 S :30 - GOHS1007</a>
<a href="#">High DUI Officer 2 E :30 - GOHS1006</a>	<a href="#">High DUI Officer 2 S :30 - GOHS1008</a>
<a href="#">Highway Driving E: 30 - GOHS2003</a>	<a href="#">Highway Driving S: 30 - GOHS2004</a>

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
<a href="#">High DUI Officer 1 E :30 - GOHS1001</a>	<a href="#">High DUI Officer 1 S :30 - GOHS1003</a>
<a href="#">High DUI Officer 2 E :30 - GOHS1009</a>	<a href="#">High DUI Officer 2 S :30 - GOHS1004</a>
<a href="#">Highway Driving E :30 – GOHS2001</a>	<a href="#">Highway Driving S :30 – GOHS2002</a>

DIGITAL (BANNERS, ENGLISH ONLY):	CLICK THRU URL: <a href="https://acnsc.org/driving-high/">https://acnsc.org/driving-high/</a>
<a href="#">300 X 250</a>   <a href="#">728 X 90</a>   <a href="#">160 x 600</a>   <a href="#">336 x 280</a>	
<a href="#">300 x 600</a>   <a href="#">970 x 250</a>   <a href="#">320 x 50</a>   <a href="#">300 x 50</a>	

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### 8-SOLARI/211 ARIZONA (NO CHANGES)

**CAMPAIGN RUN WINDOW:** NOW – JULY 30, 2024

**CAMPAIGN SUMMARY:** Our partnership with 211 Arizona focuses on the phone numbers you can dial for free and discounted public services plus emergency mental health support.

**CAMPAIGN NOTES:** All radio, TV, digital and print ads remain the same this month.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
<a href="#">Crisis Text E :30-SERV2101</a>	<a href="#">Crisis Phone S :30-SERV2005</a>
<a href="#">Mental Health E :30-SERV2003</a>	<a href="#">Free Services S :30 – SERV2002</a>
<a href="#">Free Services E :30 - SERV2001</a>	

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
<a href="#">Crisis Text E :30-SERV1101</a>	<a href="#">Crisis Phone S:30-SERV1005</a>
<a href="#">Mental Health E :30-SERV1003</a>	<a href="#">Free Services S :30 – SERV1002</a>
<a href="#">Free Services E :30 – SERV1001</a>	

DIGITAL (BANNERS, ENGLISH ONLY):	
<a href="#">300 X 250</a>   <a href="#">728 X 90</a>   <a href="#">160 x 600</a>   <a href="#">336 x 280</a>	<i>CLICK THRU URL:</i> <a href="https://crisis.solari-inc.org/">https://crisis.solari-inc.org/</a>
<a href="#">300 x 600</a>   <a href="#">970 x 250</a>   <a href="#">320 x 50</a>   <a href="#">300 x 50</a>	

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**ARIZONA MEDIA**  
ASSOCIATION



## **PUBLIC EDUCATION PROGRAM ASSETS – JAN 16, 2024 UPDATE**

### **MONTHLY REPORTING REQUEST TO TRACK RUNS FROM EACH MEDIA BRAND**

#### **Run requests from each TV and radio station:**

1. Air at least 50 spots/month on each owned station. We humbly ask you to schedule the airings across all dayparts. If you have digital-only channels, this inventory is welcome and extremely helpful.
2. Split inventory between all PEP campaigns. Our PEP program is usually split among eight partners (but might be 7 or 9 depending on the month). Please give each campaign an equal amount of inventory.
3. Report monthly so we can account for your runs. The AMA can automatically track ad runs for stations monitored by Nielsen in Phoenix, Tucson and Yuma. For all other stations, please send us a monthly traffic report via email within 10 days of month end to [PEP@azmedia.org](mailto:PEP@azmedia.org). As an easier alternative, we can pull traffic reports directly from many electronic invoicing systems. Here are our ID numbers:

TVInvoices.com - 9917557 or TV17557  
RadiolInvoices.com - 9915126 or RI15126  
Marketron.com - 195048  
EmediaTrade.com/AdCore Local - EMT1271

#### **Run requests from each newspaper and digital-only operation:**

1. Allocate digital ad impressions that total 2% or more of available inventory each month. Ad impressions can run on websites, mobile apps, in newsletters, as video pre-roll or across any owned channels. We supply English banner ads in eight sizes. We also supply pre-roll video and audio as a :30 stand-alone commercial in both English and Spanish. As a backup option, newspapers print ad space is welcome with gratitude.
2. Split inventory between all PEP campaigns. Our PEP program is usually split among eight partners (but might be 7 or 9 depending on the month). Please give each campaign an equal amount of inventory.
3. Report monthly so we can account for your runs. Please fill out this form with monthly impressions and clicks for each PEP campaign: <https://bit.ly/3uWkpON>. We kindly ask for reporting within 10 days of each month's end. We will send monthly reminders.

Newspaper print-only runs for the month (with dates for each PEP campaign) can be emailed to [PEP@azmedia.org](mailto:PEP@azmedia.org).

**Where are all PEP partner advertising assets housed? We send an email on the 15th of each month with campaign requests and changes. An archive of those emails is also housed at: <https://bit.ly/3tPBnO4>**

