



PUBLIC EDUCATION PROGRAM ASSETS – MAR. 15, 2024 UPDATE

Monthly campaign assets are below. Monthly reporting instructions are on the last page of this document. This Public Education Program (PEP) funds nearly all costs that keep our Arizona Media Association alive plus the program ensures public interest ads from government agencies and nonprofit groups reach Arizona audiences even when big budgets won't otherwise allow that reach. 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. The AMA offers this inventory at a bulk-priced discount to between 7 and 9 partners for public message ads. Our goal is to never compete with members and instead to offer a way to achieve statewide reach for nonprofit and government groups that don't otherwise have financial resources to do so.

1-AMERICORPS ARIZONA

(NEW CAMPAIGN WITH ASSETS FOR TV, RADIO, PRINT & DIGITAL)

CAMPAIGN RUN WINDOW: APR 1, 2024 – AUG 31, 2024

CAMPAIGN SUMMARY: Our partnership with AmeriCorps Arizona and the Governor's Office of Youth, Faith and Family focuses on opportunities to serve our state and receive a stipend alongside it. This campaign celebrates the 30th anniversary of AmeriCorps and highlights how members can make an impact.

CAMPAIGN NOTES: All radio, TV, digital and print ads start on April 1, 2024. All assets should remain the same for this campaign's duration.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Anniversary 1 E :30 AMER3001 (NEW AD)	Anniversary 1 S :30 AMER3003 (NEW AD)
Anniversary 2 E :30 AMER3002 (NEW AD)	Anniversary 2 S :30 AMER3004 (NEW AD)

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
Anniversary 1 E :30 AMER3005 (NEW AD)	Anniversary 1 S :30 AMER3007 (NEW AD)
Anniversary 2 E :30 AMER3006 (NEW AD)	Anniversary 2 S :30 AMER3008 (NEW AD)

DIGITAL (BANNERS, ENGLISH ONLY):	CLICK THRU URL: https://serve.az.gov/
300 X 250 728 X 90 160 x 600 336 x 280	FYI – NEW DIGITAL ADS
300 x 600 970 x 250 320 x 50 300 x 50	

PRINT (NEWSPAPER, ENGLISH ONLY):	PRINT NOTES:
4.9" X 4.9"	Okay to float to fit your specific need
4.9" X 10.5"	FYI – NEW PRINT ADS
4.875" X 7"	



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2-ARIZONA DEPARTMENT OF ECONOMIC SECURITY

(EXISTING CAMPAIGN: NEW ASSETS FOR TV, RADIO, PRINT & DIGITAL)

CAMPAIGN RUN WINDOW: FEB 15, 2024 – JULY 15, 2024

CAMPAIGN SUMMARY: Our partnership with Arizona Department of Economic Security focuses on foster care awareness across Arizona.

CAMPAIGN NOTES: Effective immediately, we are asking you to update ads. We are adding new TV and radio ads and replacing the digital and print ads. These ads will remain the same for the campaign’s duration.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
BEST JOB EVER E :30 - ADES2003 (NEW AD)	BEST JOB EVER S :30 - ADES2004 (NEW AD)
FOSTER E :30 - ADES1001 (NEW AD REMINDER)	FOSTER S :30 - ADES1003 (NEW AD REMINDER)
FOSTER E :15 - ADES1002 (NEW AD REMINDER)	FOSTER S :15 - ADES1004 (NEW AD REMINDER)

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
BEST JOB EVER E :30 - ADES2005 (NEW AD)	BEST JOB EVER S :30 - ADES2006 (NEW AD)
FOSTER E :30 - ADES1005 (NEW AD REMINDER)	FOSTER S :30 - ADES1006 (NEW AD REMINDER)

DIGITAL (BANNERS, ENGLISH ONLY):	CLICK THRU URL: https://childcare.azccrr.com/
300 X 250 728 X 90 160 x 600 336 x 280	FYI – NEW DIGITAL ADS
300 x 600 970 x 250 320 x 50 300 x 50	

PRINT (NEWSPAPER, ENGLISH ONLY):	PRINT NOTES:
4.9" X 4.9"	Okay to float to fit your specific need FYI – NEW PRINT ADS
4.9" X 10.5"	
4.875" X 7"	



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3-ARIZONA VOTING: SEC OF STATE + AZSUPREME COURT

(NEW ASSETS FOR TV, RADIO, PRINT & DIGITAL + REMOVAL OF OUTDATED TV/RADIO)

CAMPAIGN RUN WINDOW: JAN 1, 2024 – NOV 5, 2024

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. Additionally, the campaign highlights volunteer opportunities within the foster care system.

CAMPAIGN NOTES: We are removing ads from radio/TV placement and adding new radio/TV ads that go into rotation immediately. We are also changing out digital and print ads + the click-through URL.

Table with 2 columns: ENGLISH AUDIO (RADIO) and SPANISH AUDIO (RADIO). Rows include CASA E/S, FCRB E/S, Election Reminders E/S, Jury Rights E/S, Jury Service E/S, and President E/S.

Table with 2 columns: ENGLISH VIDEO (TV) and SPANISH VIDEO (TV). Rows include CASA E/S, FCRB E/S, Election Reminders E/S, Jury Rights E/S, Jury Service E/S, and President E/S.

Table with 2 columns: DIGITAL (BANNERS, ENGLISH ONLY) and CLICK THRU URL. Includes dimensions like 300 X 250 and URL https://www.azcourts.gov/volunteer.

Table with 2 columns: PRINT (NEWSPAPER, ENGLISH ONLY) and PRINT NOTES. Includes dimensions like 4.9" X 4.9" and note 'Okay to float to fit your specific need'.



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4-ARIZONA DEPARTMENT OF TRANSPORTATION

(NEW TV/RADIO SPOTS + REMOVAL OF OUTDATED TV/RADIO SPOTS)

CAMPAIGN RUN WINDOW: NOW – JUNE 30, 2024

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

CAMPAIGN NOTES: Effective immediately, two radio spots and one TV spot are being removed from rotation. Two new radio spots and one new TV spot have been added to this campaign. All digital and print ads remain unchanged.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Around the Corner E :30 ADOT2503 (NEW AD)	Around the Corner S :30 ADOT2504 (NEW AD)
AZMVD E :30 ADOT2404	AZMVD S :30 ADOT2405
Bull Driver E :30 ADOT2315	Drive Aware S :30 – ADOT2115
I-10 Improve E :30 ADOT2501 (REMOVE AD)	I-10 Improve S :30 ADOT2502 (REMOVE AD)

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
I-10 Warnings E :30 ADOT2701 (NEW AD)	I-10 Warnings S :30 ADOT2702
AZMVD E :30 - ADOT2402	AZMVD S :30 ADOT2403
Window Washer E :30 ADOT2312	Window Washer S :30 ADOT2313
I-10 Slow Down E :30 ADOT2413 (REMOVE AD)	

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

PRINT (NEWSPAPER, ENGLISH ONLY):	PRINT NOTES:
4.9" X 4.9"	<i>Okay to float to fit your specific need</i>
4.9" X 10.5"	
4.875" X 7"	



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5-CITY OF CHANDLER (NEW CLICK THRU URL)

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: All TV, radio, digital and print ads remain the same, but the click thru URL for digital ads has changed to a UTM tracking coded URL.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Recruit E :30 - CHAN1001	Recruit S :30 - CHAN1004
Police E :30 - CHAN1002	Police S :30 - CHAN1005
Public E :30 - CHAN1003	Public S :30 - CHAN1006

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
HR E :30 - CHAN1007	HR S :30 - CHAN1010
Police E :30 - CHAN1008	Police S :30 - CHAN1011
Public E :30 - CHAN1013	Public S :30 - CHAN1014

DIGITAL (BANNERS, ENGLISH ONLY):	NEW CLICK THRU URL:
300 X 250 728 X 90 160 x 600 336 x 280	https://jointeamchandler.com/?utm_source=AMA&utm_medium=digital&utm_campaign=2024GeneralA
300 x 600 970 x 250 320 x 50 300 x 50	

PRINT (NEWSPAPER, ENGLISH ONLY):	PRINT NOTES:
4.9" X 4.9"	<i>Okay to float to fit your specific need</i>
4.9" X 10.5"	
4.875" X 7"	



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6-ARIZONA 529 EDUCATION SAVINGS (CAMPAIGN ENDS)

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 TV, radio, digital and print ads end on March 31, 2024.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Future E :30 - EDUC3003	Future S :30 - EDUC3004
Toys E :30 – EDUC3101	Toys S :30 – EDUC3103
Tomorrow E :30 - EDUC3102	Tomorrow S :30 - EDUC3104

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
Future E :30 - EDUC3001	Future S :30 - EDUC3002
Toys E :30 – EDUC3105	Toys S :30 – EDUC3107
Tomorrow E :30 - EDUC3106	Tomorrow S :30 - EDUC3108

DIGITAL (BANNERS, ENGLISH ONLY):	CLICK THRU URL:
300 X 250 728 X 90 160 x 600 336 x 280	https://az529.gov/?utm_source=DavidsonBelluso&utm_medium=banner&utm_campaign=ABA&utm_id=TaxAd
300 x 600 970 x 250 320 x 50 300 x 50	

PRINT (NEWSPAPER, ENGLISH ONLY):	PRINT NOTES:
4.9" X 4.9"	Okay to float to fit your specific need
4.9" X 10.5"	
4.875" X 7"	



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7-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 TV, radio, digital and print ads remain the same. In February, we added six new radio ads and six TV ads still flagged below to confirm inclusion.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Tutor 1 E :30 – AZED4101 (NEW AD REMINDER)	Tutor 1 S :30 – AZED4104 (NEW AD REMINDER)
Tutor 2 E :30 – AZED4102 (NEW AD REMINDER)	Tutor 2 S :30 – AZED4105 (NEW AD REMINDER)
Tutor 3 E :30 – AZED4103 (NEW AD REMINDER)	Tutor 3 S :30 – AZED4106 (NEW AD REMINDER)

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
Tutor 1 E :30 – AZED4107 (NEW AD REMINDER)	Tutor 1 S :30 – AZED4110 (NEW AD REMINDER)
Tutor 2 E :30 – AZED4108 (NEW AD REMINDER)	Tutor 2 S :30 – AZED4111 (NEW AD REMINDER)
Tutor 3 E :30 – AZED4109 (NEW AD REMINDER)	Tutor 3 S :30 – AZED4112 (NEW AD REMINDER)

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

PRINT (NEWSPAPER, ENGLISH ONLY):	PRINT NOTES:
4.9" X 4.9"	Okay to float to fit your specific need
4.9" X 10.5"	
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8-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 ISCs) and SACL2 drug prevention (AZDR ISCs).

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Silence E :30 – SACL3102	Silence S :30 – SACL3103
Fentanyl Youth E :30 – SACL3005	Fentanyl Youth S :30 – SACL3007
Kid Talking E :30 - AZDR1001	Kid Talking S :30 - AZDR1002
Parents Talk E :30 - AZDR1007	Parents Talk S :30 - AZDR1008

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
Silence E :30 – SACL3100	Silence S :30 – SACL3101
Fentanyl Youth E :30 – SACL3001	Fentanyl Youth S :30 – SACL3003
Kid Talking E :30 – AZDR1003	Kid Talking S :30 – AZDR1004
Parents Talk E :30 – AZDR1005	Parents Talk S :30 – AZDR1006

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

PRINT (NEWSPAPER, ENGLISH ONLY):	PRINT NOTES:
4.9" X 4.9"	Okay to float to fit your specific need
4.9" X 10.5"	
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9-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):
High DUI Officer 1 E :30 - GOHS1005	High DUI Officer 1 S :30 - GOHS1007
High DUI Officer 2 E :30 - GOHS1006	High DUI Officer 2 S :30 - GOHS1008
Highway Driving E: 30 - GOHS2003	Highway Driving S: 30 - GOHS2004

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
High DUI Officer 1 E :30 - GOHS1001	High DUI Officer 1 S :30 - GOHS1003
High DUI Officer 2 E :30 - GOHS1009	High DUI Officer 2 S :30 - GOHS1004
Highway Driving E :30 – GOHS2001	Highway Driving S :30 – GOHS2002

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

PRINT (NEWSPAPER, ENGLISH ONLY):	<i>PRINT NOTES:</i> Okay to float to fit your specific need
4.9" X 4.9"	
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10-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):
Crisis Text E :30-SERV2101	Crisis Phone S :30-SERV2005
Mental Health E :30-SERV2003	Free Services S :30 – SERV2002
Free Services E :30 - SERV2001	

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
Crisis Text E :30-SERV1101	Crisis Phone S:30-SERV1005
Mental Health E :30-SERV1003	Free Services S :30 – SERV1002
Free Services E :30 – SERV1001	

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

PRINT (NEWSPAPER, ENGLISH ONLY):	
4.9" X 4.9"	<i>PRINT NOTES:</i> <i>Okay to float to fit your specific need</i>
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4.875" X 7"	



ARIZONA MEDIA
ASSOCIATION



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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. 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
RadiInvoices.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 digital impressions and/or newspaper print ads 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.

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>