



PUBLIC EDUCATION PROGRAM ASSETS – APR. 17, 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. Our goal is to never compete with members and instead to offer support for nonprofit/government groups.

1-INDUSTRIAL COMMISSION OF ARIZONA (NEW CAMPAIGN WITH ASSETS FOR TV, RADIO, PRINT & DIGITAL)

CAMPAIGN RUN WINDOW: MAY 1, 2024 – SEPT 30, 2024

CAMPAIGN SUMMARY: Our partnership with the Industrial Commission of Arizona focuses on the dangers of heat stress injuries and how earned paid sick time is available to every Arizona worker.

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

Table with 2 columns: ENGLISH AUDIO (RADIO) and SPANISH AUDIO (RADIO). Rows include Heat Safety 1 E/S, Heat Safety 2 E/S, Sick Time 1 E/S, and Sick Time 2 E/S with their respective AICA codes and 'NEW AD' status.

Table with 2 columns: ENGLISH VIDEO (TV) and SPANISH VIDEO (TV). Rows include Heat Safety 1 E/S, Heat Safety 2 E/S, Sick Time 1 E/S, and Sick Time 2 E/S with their respective AICA codes and 'NEW AD' status.

Table with 2 columns: DIGITAL (BANNERS, ENGLISH ONLY) and CLICK THRU URL. The URL is https://heat.az.gov/. Below the URL is the note 'FYI – NEW DIGITAL ADS'. Dimensions listed include 300 X 250, 728 X 90, 160 x 600, 336 x 280, 300 x 600, 970 x 250, 320 x 50, and 300 x 50.

Table with 2 columns: PRINT (NEWSPAPER, ENGLISH ONLY) and PRINT NOTES. Dimensions listed include 4.9" X 4.9", 4.9" X 10.5", and 4.875" X 7". The notes state 'Okay to float to fit your specific need' and 'FYI – NEW PRINT ADS'.



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2-ARIZONA DEPARTMENT OF EDUCATION (RUN WINDOW EXTENSION)

CAMPAIGN RUN WINDOW: NOW – DEC 31, 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. The campaign will now run until Dec 31, 2024, so please make sure spots don't expire as of April 30, 2024 (previous end date).

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

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

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"	<i>Okay to float to fit your specific need</i>
4.9" X 10.5"	
4.875" X 7"	



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3-SUBSTANCE ABUSE COALITION LEADERS OF ARIZONA (RUN WINDOW EXTENSION)

CAMPAIGN RUN WINDOW: NOW – DEC 31, 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. **The campaign will now run until Dec 31, 2024, so please make sure spots don't expire as of June 30, 2024 (previous end date).**

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: https://talknowaz.com/fentanyl-facts
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):	PRINT NOTES: <i>Okay to float to fit your specific need</i>
4.9" X 4.9"	
4.9" X 10.5"	
4.875" X 7"	



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4-ARIZONA DEPARTMENT OF TRANSPORTATION (RUN WINDOW EXTENSION)

CAMPAIGN RUN WINDOW: NOW – DEC 31, 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. The campaign will now run until Dec 31, 2024, so please make sure spots don't expire as of June 30, 2024 (previous end date).

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Around the Corner E :30 ADOT2503 (NEW AD REMINDER)	Around the Corner S :30 ADOT2504 (NEW AD REMINDER)
AZMVD E :30 ADOT2404	AZMVD S :30 ADOT2405
Bull Driver E :30 ADOT2315	Drive Aware S :30 – ADOT2115

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

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"	Okay to float to fit your specific need
4.9" X 10.5"	
4.875" X 7"	



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5-CITY OF CHANDLER (CAMPAIGN ENDS)

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 end on April 30, 2024. Please remove from rotation.

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"	Okay to float to fit your specific need
4.9" X 10.5"	
4.875" X 7"	

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4.9" X 10.5"	
4.875" X 7"	



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6-SOLARI/211 ARIZONA (NEW ASSETS FOR PRINT + DIGITAL)

CAMPAIGN RUN WINDOW: NOW – JULY 31, 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: Effective immediately, we are asking you to update digital and print ads. The rest of the assets will remain the same for the campaign’s duration.

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):	<i>CLICK THRU URL: https://crisis.solari-inc.org/</i>
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"	<i>Okay to float to fit your specific need</i>
4.9" X 10.5"	FYI – NEW PRINT ADS
4.875" X 7"	



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7-AMERICORPS ARIZONA (NO CHANGES)

CAMPAIGN RUN WINDOW: NOW – 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 remain the same this month. This campaign launched on April 1, 2024.

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

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

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

PRINT (NEWSPAPER, ENGLISH ONLY):	<i>PRINT NOTES:</i>
4.9” X 4.9”	<i>Okay to float to fit your specific need</i>
4.9” X 10.5”	<i>FYI – (NEW PRINT ADS REMINDER)</i>
4.875” X 7”	



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8-ARIZONA DEPARTMENT OF ECONOMIC SECURITY (NO CHANGES)

CAMPAIGN RUN WINDOW: NOW – JULY 15, 2024

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

CAMPAIGN NOTES: All radio, TV, digital and print ads remain the same this month. Last month, we added new TV and radio spots and replaced the digital and print ads.

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

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

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

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



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9-ARIZONA VOTING: SEC OF STATE + AZSUPREME COURT (NO CHANGES)

CAMPAIGN RUN WINDOW: NOW – 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: All radio, TV, digital and print ads remain the same this month. Last month, we removed ads from radio/TV placement and added new radio/TV. Also, we changed out digital and print ads + the click-through URL.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
CASA E :30 AZSS3301 (NEW AD REMINDER)	CASA S :30 AZSS3303 (NEW AD REMINDER)
FCRB E :30 AZSS3302 (NEW AD REMINDER)	FCRB S :30 AZSS3304 (NEW AD REMINDER)
Election Reminders E :30 – AZSS3001	Election Reminders S :30 – AZSS3002
Jury Rights E :30 – AZSS3005	Jury Rights S :30 – AZSS3006

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
CASA E :30 AZSS3305 (NEW AD REMINDER)	CASA S :30 AZSS3307 (NEW AD REMINDER)
FCRB E :30 AZSS3306 (NEW AD REMINDER)	FCRB S :30 AZSS3308 (NEW AD REMINDER)
Election Reminders E :30 – AZSS3203	Election Reminders S :30 – AZSS3204
Jury Rights E :30 – AZSS3007	Jury Rights S :30 – AZSS3008

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

PRINT (NEWSPAPER, ENGLISH ONLY):	PRINT NOTES:
4.9" X 4.9"	Okay to float to fit your specific need FYI – NEW PRINT ADS REMINDER
4.9" X 10.5"	
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10-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"	
4.9" X 10.5"	
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
RadioInvoices.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>