



PUBLIC EDUCATION PROGRAM ASSETS – JUNE 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-ARIZONA DEPARTMENT OF TRANSPORTATION (NEW ASSETS FOR RADIO + TV)

CAMPAIGN RUN WINDOW: NOW – DEC 31, 2024

CAMPAIGN SUMMARY: Our Arizona Department of Transportation campaign focuses on road safety and the new AZ Travel ID.

CAMPAIGN NOTES: Effective immediately, we are adding new TV/radio ads to replace several existing spots. All print/digital assets remain the same. We are also extending this campaign until Dec 31, 2024. Please make sure this campaign doesn't expire on the previous end date of June 30, 2024.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Travel ID E :30 – ADOT2406 (NEW AD)	Travel ID S :30 – ADOT2407 (NEW AD)
Around the Corner E :30 ADOT2503	Around the Corner S :30 ADOT2504
Bull Driver E :30 ADOT2315	Drive Aware S :30 – ADOT2115
AZMVD E :30 ADOT2404 (REMOVE AD NOW)	AZMVD S :30 ADOT2405 (REMOVE AD NOW)

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
Travel ID E :30 – ADOT2408 (NEW AD)	Travel ID S :30 – ADOT2409 (NEW AD)
Work Zone Awareness E :30 – ADOT2410 (NEW AD)	Window Washer S :30 ADOT2313
I-10 Warnings E :30 ADOT2701	I-10 Warnings S :30 ADOT2702
AZMVD E :30 - ADOT2402 (REMOVE AD NOW)	AZMVD S :30 ADOT2403 (REMOVE AD NOW)
Window Washer E :30 ADOT2312 (REMOVE AD NOW)	

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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2-ARIZONA VOTING: SEC OF STATE + AZSUPREME COURT (NEW ASSETS FOR RADIO + TV)

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 volunteer opportunities within the foster care system.

CAMPAIGN NOTES: Effective immediately, we are adding new TV/radio ads about the pending primary election. We are removing several other TV/radio ads from rotation to make room for these new spots. All digital and print ads remain the same.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Ballot Options E :30 – AZSS3100 (NEW AD)	Ballot Options S :30 – AZSS3103 (NEW AD)
Early Ballot E :30 – AZSS3101 (NEW AD)	Early Ballot S :30 – AZSS3104 (NEW AD)
Election Day E :30 – AZSS3102 (NEW AD)	Election Day S :30 – AZSS3105 (NEW AD)
CASA E :30 – AZSS3301	CASA S :30 – AZSS3303
FCRB E :30 – AZSS3302 (REMOVE AD NOW)	FCRB S :30 – AZSS3304 (REMOVE AD NOW)
Election Reminders E :30 – AZSS3001 (REMOVE AD NOW)	Election Reminders S :30 – AZSS3002 (REMOVE AD NOW)
Jury Rights E :30 – AZSS3005 (REMOVE AD NOW)	Jury Rights S :30 – AZSS3006 (REMOVE AD NOW)

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
Ballot Options E :30 – AZSS3106 (NEW AD)	Ballot Options S :30 – AZSS3109 (NEW AD)
Early Ballot E :30 – AZSS3107 (NEW AD)	Early Ballot S :30 – AZSS3110 (NEW AD)
Election Day E :30 – AZSS3108 (NEW AD)	Election Day S :30 – AZSS3111 (NEW AD)
FCRB E :30 – AZSS3306	FCRB S :30 – AZSS3308
CASA E :30 AZSS3305 (REMOVE AD NOW)	CASA S :30 AZSS3307 (REMOVE AD NOW)
Election Reminders E :30 – AZSS3203 (REMOVE AD NOW)	Election Reminders S :30 – AZSS3204 (REMOVE AD NOW)
Jury Rights E :30 – AZSS3007 (REMOVE AD NOW)	Jury Rights S :30 – AZSS3008 (REMOVE AD NOW)

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	

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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3-GOV OFFICE OF HIGHWAY SAFETY (NEW RADIO + TV)

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: Effective immediately, we are adding new motorcycle safety TV and radio spots to this campaign. All digital and print ads remain the same.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Motorcycle Safety E :30 – GOHS2005 (NEW AD)	Motorcycle Safety S :30 – GOHS2006 (NEW AD)
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):
Motorcycle Safety E :30 – GOHS2007 (NEW AD)	Motorcycle Safety S :30 – GOHS2008 (NEW AD)
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):	
300 X 250 728 X 90 160 x 600 336 x 280	<i>CLICK THRU URL:</i> https://acnsc.org/driving-high/
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>
4.9" X 10.5"	
4.875" X 7"	



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4-INDUSTRIAL COMMISSION OF ARIZONA (NO CHANGES)

CAMPAIGN RUN WINDOW: NOW – 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 remain the same this month.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Heat Safety 1 E :30 AICA2005 (NEW AD REMINDER)	Heat Safety 1 S :30 AICA2006 (NEW AD REMINDER)
Heat Safety 2 E :30 AICA2002 (NEW AD REMINDER)	Heat Safety 2 S :30 AICA2004 (NEW AD REMINDER)
Sick Time 1 E :30 AICA1101 (NEW AD REMINDER)	Sick Time 1 S :30 AICA1103 (NEW AD REMINDER)
Sick Time 2 E :30 AICA1102 (NEW AD REMINDER)	Sick Time 2 S :30 AICA1104 (NEW AD REMINDER)

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
Heat Safety 1 E :30 AICA1005 (NEW AD REMINDER)	Heat Safety 1 S :30 AICA1006 (NEW AD REMINDER)
Heat Safety 2 E :30 AICA1002 (NEW AD REMINDER)	Heat Safety 2 S :30 AICA1004 (NEW AD REMINDER)
Sick Time 1 E :30 AICA1105 (NEW AD REMINDER)	Sick Time 1 S :30 AICA1107 (NEW AD REMINDER)
Sick Time 2 E :30 AICA1106 (NEW AD REMINDER)	Sick Time 2 S :30 AICA1108 (NEW AD REMINDER)

DIGITAL (BANNERS, ENGLISH ONLY):	CLICK THRU URL: https://heat.az.gov/
300 X 250 728 X 90 160 x 600 336 x 280	FYI – (NEW DIGITAL ADS REMINDER)
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 REMINDER)
4.9" X 10.5"	
4.875" X 7"	



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5-ARIZONA DEPARTMENT OF EDUCATION (NO CHANGES)

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. Please make sure spots don't expire on April 30, 2024, due to last month's campaign extension.

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:
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6-SUBSTANCE ABUSE COALITION LEADERS OF ARIZONA (NO CHANGES)

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. Last month, we announced that the campaign will now run until Dec 31, 2024, instead of June 30, 2024. Please make sure assets don't expire!

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"	<i>Okay to float to fit your specific need</i>
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7-SOLARI/211 ARIZONA (NO CHANGES)

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: All radio, TV, digital and print ads remain the same this month. Last month, we updated digital and print creative. If you haven't already, please make sure you are using the most recent assets below.

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	<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-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.

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

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

DIGITAL (BANNERS, ENGLISH ONLY):	<i>CLICK THRU URL:</i> https://serve.az.gov/
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
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9-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.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
BEST JOB EVER E :30 - ADES2003	BEST JOB EVER S :30 - ADES2004
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	BEST JOB EVER S :30 - ADES2006
FOSTER E :30 - ADES1005	FOSTER S :30 - ADES1006

DIGITAL (BANNERS, ENGLISH ONLY):	
300 X 250 728 X 90 160 x 600 336 x 280	<i>CLICK THRU URL:</i> https://childcare.azccrr.com/
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> Okay to float to fit your specific need
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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
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 22nd of each month with campaign requests and changes. An archive of those emails is also housed at: <https://bit.ly/3tPBnO4>