



What is the Arizona Media Association?

The Arizona Media Association (AMA) is the newly combined operation of the Arizona Broadcasters Association and Arizona Newspapers Association. We represent Arizona's local media on TV, radio, print, and digital.

What is the Public Education Program?

PEP is an advertising program that offers bulk reach statewide from more than 250 urban and rural local media brands in Arizona. The program provides an average 75% discount from the traditional cost of paid media and comes with free ad production and management. PEP is only available to Arizona government agencies and non-profit organizations with statewide public interest, non-commercial messages. To protect the integrity of the PEP discounts, partnerships cannot run simultaneously with other paid local radio, TV and print campaigns.

PEP inventory is also limited throughout each year. Advanced planning is critical.

How does PEP work?

Partners receive daily ad placement from both urban and rural local media brands across Arizona. This includes all major network TV affiliates, most radio stations and every major newspaper brand in the state. Campaigns run in both English and Spanish on local TV and radio, plus on each brand's digital streaming platforms. In addition, campaigns are boosted with digital display and video pre-roll ads to maximize reach. In total, campaigns run on 7 platforms (English TV, English Radio, Spanish TV, Spanish Radio, Print, Digital Display, Pre-Roll), helping to ensure PEP reaches an estimated 90% of Arizona's 7.4 million adults.



How do TV, radio, print and digital ads get created?

On a fully pro bono basis, the AMA creates all commercials for each partner message. This includes producing up to three unique ads in both English and Spanish across TV, radio, print and digital channels. Partners can run multiple ads at the same time to maximize different messages. Partners can also change ads at different times of the year. For extended partnerships, the AMA can create three new ads every six months. As a legal rule, all ads must include a brief disclaimer to name the paying campaign sponsor.

How long do campaigns run and how often can the TV and radio ads get changed?

PEP campaigns run for a minimum of four months, but many continue as long-term, ongoing partnerships. Digital-only PEP campaigns have greater timeline flexibility. The AMA can update/change the ads from any PEP partner as frequently as monthly. Change requests must be submitted 30 days ahead of time. If new ads need to be created by the AMA, a 60-day notice is required.

What reporting do PEP partners receive?

In return for the investment in our program, the AMA provides a monthly proof of performance that shows when and where every ad run occurs. We also provide a monthly summary report that values each ad compared to normal prices and our promised ROI, which is always at least 4:1 (75% discount) for traditional ads. Digital campaigns are managed as a performance-driven investment, optimized in real-time to maximize reach,



engagement, and cost efficiency across platforms, ensuring the strongest possible return and overall campaign impact.