

PUBLIC EDUCATION PROGRAM ASSETS – NOVEMBER 2026 UPDATE

Monthly campaign assets are below. Monthly reporting instructions are on the last page of this document. The Public Education Program (PEP) is a one-of-a-kind service for Arizona government agencies and non-profit groups to help advertise messages that are in the public interest. PEP funds the vast majority of costs that keep our Arizona Media Association alive plus the program ensures public interest ads reach Arizona audiences even when budgets might not 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 10 partners. Our goal is to never compete with members and instead to offer support for nonprofit/government groups.

1-GOV OFFICE OF HIGHWAY SAFETY (RUN WINDOW EXTENSION)

CAMPAIGN RUN WINDOW: NOW – OCT 31, 2027

CAMPAIGN SUMMARY: Our partnership with the Governor's Office of Highway Safety and Arizona Trucking Association addresses speeding, heatstroke, and distracted driving.

CAMPAIGN NOTES: This campaign will now run until **October 31, 2027**, so **please make sure spots don't expire as of November 14, 2026 (previous end date)**. Last month, we replaced the "Heatstroke" TV and radio spots, along with the previous digital and print ads, with the new TV, radio, digital, and print assets linked below. Please make sure you're using the new click-through URL.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Drive Sober E :30 – GOHS1010 (NEW AD REMINDER)	Drive Sober S :30 – GOHS1012 (NEW AD REMINDER)
Speeding E :30 – GOHS2101	Speeding S :30 – GOHS2102
Distracted Driving E :30 – GOHS1101	Distracted Driving S :30 – GOHS1102

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
Drive Sober E :30 – GOHS1014 (NEW AD REMINDER)	Drive Sober S :30 – GOHS1016 (NEW AD REMINDER)
Speeding E :30 – GOHS2103	Speeding S :30 – GOHS2104
Distracted Driving E :30 – GOHS1103	Distracted Driving S :30 – GOHS1104

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



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2-POTOFF PRIVATE PHILANTHROPY + ARIZONA EDUCATION SOLUTIONS (CAMPAIGN ENDS ON OCT 31)

CAMPAIGN RUN WINDOW: NOW – OCT 31, 2026

CAMPAIGN SUMMARY: The Potoff Private Philanthropy campaign showcases different Arizona education solutions. The campaign highlights CTE public schools and how Pima JTED, in particular, is helping to train a new generation of workers for the entire state. **This education-focused PEP campaign is a crucial part of our current Arizona Community Collaborative, which also includes the Arizona Local News Foundation funding 15+ newsrooms to cover education solutions statewide.**

CAMPAIGN NOTES: All TV, radio, digital and print ads end on **October 31, 2026. Please keep the campaign active until that date.**

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Life Changing E :30 – POTF2001 (PLEASE REMOVE)	Life Changing S :30 – POTF2004 (PLEASE REMOVE)
Industry Needs E :30 – POTF2002 (PLEASE REMOVE)	Industry Needs S :30 – POTF2005 (PLEASE REMOVE)
Investing E :30 – POTF2003 (PLEASE REMOVE)	Investing S :30 – POTF2006 (PLEASE REMOVE)

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
Life Changing E :30 – POTF2007 (PLEASE REMOVE)	Life Changing S :30 – POTF2010 (PLEASE REMOVE)
Industry Needs E :30 – POTF2008 (PLEASE REMOVE)	Industry Needs S :30 – POTF2011 (PLEASE REMOVE)
Investing E :30 – POTF2009 (PLEASE REMOVE)	Investing S :30 – POTF2012 (PLEASE REMOVE)

DIGITAL (BANNERS, ENGLISH ONLY):	CLICK THRU URL: https://www.pimajted.foundation/
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: Okay to float to fit your specific need
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3-ARIZONA DIVISION OF PROBLEM GAMBLING (NO CHANGES, BUT NEW CAMPAIGN; REMINDER TO START)

CAMPAIGN RUN WINDOW: NOW – APRIL 30, 2027

CAMPAIGN SUMMARY: The Arizona Division of Problem Gambling campaign raises awareness about problem gambling and connects Arizonans with free, confidential support available 24/7.

CAMPAIGN NOTES: Please make sure this campaign is included in your rotation, as it started on **September 22, 2026**. All radio, TV, digital and print ads remain the same this month.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Fine Line 1 E :30 – ADPG1001 (NEW AD REMINDER)	Fine Line 1 S :30 – ADPG1004 (NEW AD REMINDER)
Fine Line 2 E :30 – ADPG1002 (NEW AD REMINDER)	Fine Line 2 S :30 – ADPG1005 (NEW AD REMINDER)
Help E :15 – ADPG1003 (NEW AD REMINDER)	Help S :30 – ADPG1006 (NEW AD REMINDER)

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
Crossing the Line E :30 – ADPG1007 (NEW AD REMINDER)	Crossing the Line S :30 – ADPG1010 (NEW AD REMINDER)
Limits E :30 – ADPG1008 (NEW AD REMINDER)	Limits S :30 – ADPG1011 (NEW AD REMINDER)
Help E :15 – ADPG1009 (NEW AD REMINDER)	Help S :15 – ADPG1012 (NEW AD REMINDER)

DIGITAL (BANNERS, ENGLISH ONLY):	CLICK THRU URL: https://problemgambling.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	

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4-AMERICORPS ARIZONA (NO CHANGES, BUT NEW CAMPAIGN; REMINDER TO START)

CAMPAIGN RUN WINDOW: NOW – JAN 31, 2027

CAMPAIGN SUMMARY: Our partnership with AmeriCorps Arizona and the Governor's Office of Youth, Faith and Family highlights opportunities to serve our state and earn a stipend. This campaign showcases the different ways members give back to the community while gaining career experience.

CAMPAIGN NOTES: Please make sure this campaign is included in your rotation, as it started earlier this month on **October 1, 2026**. All radio, TV, digital and print ads remain the same this month.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Retirement E :30 – AMER2101 (NEW AD REMINDER)	Retirement S :30 – AMER2104 (NEW AD REMINDER)
Youth E :30 – AMER2102 (NEW AD REMINDER)	Youth S :30 – AMER2105 (NEW AD REMINDER)
Workforce E :30 – AMER2103 (NEW AD REMINDER)	Workforce S :30 – AMER2106 (NEW AD REMINDER)

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
Retirement E :30 – AMER2107 (NEW AD REMINDER)	Retirement S :30 – AMER2110 (NEW AD REMINDER)
Youth E :30 – AMER2108 (NEW AD REMINDER)	Youth S :30 – AMER2111 (NEW AD REMINDER)
Workforce E :30 – AMER2109 (NEW AD REMINDER)	Workforce S :30 – AMER2112 (NEW AD REMINDER)

DIGITAL (BANNERS, ENGLISH ONLY):	CLICK THRU URL: 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	FYI – NEW DIGITAL ADS REMINDER

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5-INDUSTRIAL COMMISSION OF ARIZONA (NO CHANGES)

CAMPAIGN RUN WINDOW: NOW – NOV 30, 2026

CAMPAIGN SUMMARY: The Industrial Commission of Arizona campaign highlights trench safety and the availability of earned paid sick time for all Arizona workers.

CAMPAIGN NOTES: Last month, we replaced the “Heat Safety 1” and “Heat Safety 2” TV and radio spots, along with the previous digital and print ads, with the new TV, radio, digital, and print assets linked below. Also, please make sure you’re using the new click-through URL. All radio, TV, digital and print ads remain the same this month.

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Trench Safety E :30 – AICA2101 (NEW AD REMINDER)	Trench Safety S :30 – AICA2103 (NEW AD REMINDER)
Protect Workers E :30 – AICA2102 (NEW AD REMINDER)	Protect Workers S :30 – AICA2104 (NEW AD REMINDER)
Sick Time 1 E :30 – AICA3103	Sick Time 1 S :30 – AICA3106

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
Trench Safety E :30 – AICA2105 (NEW AD REMINDER)	Trench Safety S :30 – AICA2107 (NEW AD REMINDER)
Protect Workers E :30 – AICA2106 (NEW AD REMINDER)	Protect Workers S :30 – AICA2108 (NEW AD REMINDER)
Sick Time 1 E :30 – AICA3109	Sick Time 1 S :30 – AICA3112

DIGITAL (BANNERS, ENGLISH ONLY):	CLICK THRU URL: https://www.azica.gov/arizona-division-occupational-safety-and-health-adosh-main-page
300 x 250 728 x 90 160 x 600 336 x 280	FYI – NEW DIGITAL ADS + CLICK THRU URL REMINDER
300 x 600 970 x 250 320 x 50 300 x 50	

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6-STATE OPIOID RESPONSE MATFORCE (NO CHANGES)

CAMPAIGN RUN WINDOW: NOW – MAY 31, 2027

CAMPAIGN SUMMARY: The State Opioid Response MATFORCE campaign raises awareness about the rising dangers of stimulants like meth and cocaine in Arizona, the deadly combination of meth and extreme heat, and how excessive screen time can increase youth mental health issues and substance use risks.

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

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Stimulant Overdoses E :30 – SACL4001	Stimulant Overdoses S :30 – SACL4004
Deadly Mix E :30 – SACL4002	Deadly Mix S :30 – SACL4005
Screen Time E :30 – SACL4003	Screen Time S :30 – SACL4006

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
Stimulant Overdoses E :30 – SACL4007	Stimulant Overdoses S :30 – SACL4010
Deadly Mix E :30 – SACL4008	Deadly Mix S :30 – SACL4011
Screen Time E :30 – SACL4009	Screen Time S :30 – SACL4012

DIGITAL (BANNERS, ENGLISH ONLY):	CLICK THRU URL: https://loveyourbrainaz.com/
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>
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7-ARIZONA DEPARTMENT OF GAMING (NO CHANGES)

CAMPAIGN RUN WINDOW: NOW – MAR 31, 2027

CAMPAIGN SUMMARY: The Arizona Department of Gaming campaign promotes responsible gaming in Arizona by educating Arizonans about their self-exclusion program, how to verify legal gaming platforms, and the dangers of underage gambling.

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

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Self Exclusion E :30 – AZDG2001	Self Exclusion S :30 – AZDG2004
Online Gaming E :30 – AZDG2002	Online Gaming S :30 – AZDG2005
Too Young E :30 – AZDG2003	Too Young S :30 – AZDG2006

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
Self Exclusion E :30 – AZDG2013	Self Exclusion S :30 – AZDG2016
Online Gaming E :30 – AZDG2014	Online Gaming S :30 – AZDG2017
Too Young E :30 – AZDG2015	Too Young S :30 – AZDG2018

DIGITAL (BANNERS, ENGLISH ONLY):	CLICK THRU URL:
300 x 250 728 x 90 160 x 600 336 x 280	https://gaming.az.gov/ResponsibleGaming?utm_source=PSA&utm_medium=digitalprint&utm_campaign=RG
300 x 600 970 x 250 320 x 50 300 x 50	

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8-CITY OF PHOENIX (NO CHANGES)

CAMPAIGN RUN WINDOW: NOW – JUNE 21, 2027

CAMPAIGN SUMMARY: Our City of Phoenix campaign focuses on a **statewide recruiting effort** for our largest city, featuring public safety jobs with the Phoenix Police Department, and highlighting efforts to conserve water in our Arizona communities.

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

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Serve E :30 – CPHX1101	Serve S :30 – CPHX1102
Water Future E :30 – CPHX2101	Water Future S :30 – CPHX2102
Careers E :30 – CPHX3001	Careers S :30 – CPHX3002

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
Serve E :30 – CPHX1103	Serve S :30 – CPHX1104
Water Future E :30 – CPHX2103	Water Future S :30 – CPHX2104
Careers E :30 – CPHX3003	Careers S :30 – CPHX3004

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

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9-ARIZONA DEPARTMENT OF TRANSPORTATION (NO CHANGES)

CAMPAIGN RUN WINDOW: NOW – MAR 31, 2027

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

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

ENGLISH AUDIO (RADIO):	SPANISH AUDIO (RADIO):
Yielding E :30 – ADOT1001	Yielding S :30 – ADOT1002
Flashing Lights E :30 – ADOT2122	Flashing Lights S :30 – ADOT2123
Travel ID E :30 – ADOT2406	Travel ID S :30 – ADOT2407

ENGLISH VIDEO (TV):	SPANISH VIDEO (TV):
Pedestrians E :15 – ADOT1101	Pedestrians S :15 – ADOT1103
Speeding E :15 – ADOT1102	Speeding S :15 – ADOT1104
Flashing Lights E :30 – ADOT2124	Flashing Lights S :30 – ADOT2125
Travel ID E :30 – ADOT2408	Travel ID S :30 – ADOT2409

DIGITAL (BANNERS, ENGLISH ONLY):	CLICK THRU URL:
300 x 250 728 x 90 160 x 600 336 x 280	https://azdot.gov/about/transportation-safety/theres-no-such-thing-accidents
300 x 600 970 x 250 320 x 50 300 x 50	

PRINT (NEWSPAPER, ENGLISH ONLY):	PRINT NOTES:
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ARIZONA MEDIA
ASSOCIATION



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MONTHLY REPORTING REQUEST TO TRACK RUNS FROM EACH MEDIA BRAND

Donation request from each TV and radio station:

1. Air at least 100 spots/month on each owned station. We humbly ask you to schedule the airings across all day parts. If you have digital-only channels, this inventory is also welcomed and extremely helpful.
2. Split inventory between all PEP campaigns. Please give each of our campaigns equal ad runs when you split up the inventory. We usually have 7-10 partners depending on the month.
3. Provide timely monthly reporting so we can account for your runs. 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 the electronic invoicing systems below. Here are our ID numbers and agency name:

Agency Name: Arizona Broadcasters Association

TVInvoices.com: 9917557 or TV17557
Marketron.com: 195048

RadiInvoices.com: 9915126 or RI15126
EmediaTrade.com/AdCore Local: EMT12719

Donation request from each newspaper and digital-only brand:

1. Allocate digital ad impressions and newspaper print ad space that total 2% or more of available inventory per month. Ad impressions can run across websites, mobile apps, newsletters, video pre-roll and any owned channels. We provide English digital banner ads in eight sizes and three print ad sizes. We also supply pre-roll video and audio as :30 stand-alone commercials in both English and Spanish.
2. Split inventory between all PEP campaigns. Please give each of our campaigns equal ad runs when you split up the inventory. We usually have 7-10 partners depending on the month.
3. Provide timely monthly reporting so we can account for your runs. Please fill out this form with monthly digital impressions and/or newspaper print runs for each partner: <https://bit.ly/3uWkpON>. We kindly ask for reporting before the close of business on the 10th day of the following month.

Where are the PEP partner advertising assets housed? We send an email on the 22nd of each month with all campaign information. All current traffic instructions can be found by visiting <https://azmedia.org/public-education-program/current-campaigns/>.