



TRAFFIC INSTRUCTIONS – English TV-Downstate

Sponsor	IL Emergency Management Agency (IEMA) Ready Illinois - NEW CREATIVE_
Titles	Ready Illinois IEMA2218 :30 Ready Illinois Ready Illinois IEMA1219 :10 Ready Illinois
Flight Dates	October 1 thru November 4, 2017
Time Periods	5:00 am – 11:59 pm, Mon-Sun
Guidelines	Rotate <i>minimum</i> 3 spot evenly per week. Please provide affidavits at the end of each month.
Download	TV IEMA folder: https://ilba.sharefile.com/d-sed2f91610144fdea :10 spot link: https://ilba.sharefile.com/d-sb725c3b642d4902a :30 spot link: https://ilba.sharefile.com/d-sb68ff0d748e416b9

Sponsor	Illinois Dept of Public Health (IDPH)
Titles	ZIKA IDPH2203 :30 Zika Virus with Brian Tee IDPH3102 :60 Zika Virus with Brian Tee
Flight Dates	October 1 thru November 4, 2017
Time Periods	5:00 am – 11:59 pm, Mon-Sun
Guidelines	Rotate <i>minimum</i> 4 spots evenly per week. Please provide affidavits at the end of each month.
Download	Zika TV folder: https://ilba.sharefile.com/d-s2bc4c9d3c5a47d9b If your station is not able to run the IDPH with Zika content, please use the spot: IEMA2212 :30 Ready Illinois.gov Link: https://ilba.sharefile.com/d-s951a5e41c1a46109

Reminder: You can send electronic invoices via TVInvoices.com IBA ID: 9915483
Please retain all creative as it may run again in future flights. Please set up IBA as a recipient of electronic invoice to avoid mailing invoices each month. Call 618-985-5555 for details or iba@ilba.org