

IBA 2017 Traffic Instructions

Downstate (non-Chicago) Radio

Sponsor	IL Emergency Management Agency (IEMA) creative continues
Titles Current Spots Continue!	:30 IEMA2120 Ready Illinois-Functional Needs :60 IEMA3121 Ready Illinois-Functional Needs
Flight Dates	December 2, 2017 thru December 31, 2017
Time	5:00 am – 11:59 pm, Mon-Sun
Guidelines	Run <i>minimum 2 spot evenly per week.</i> Please provide affidavits at the end of each month.
Download	Radio IEMA folder: https://ilba.sharefile.com/d-s69c90d12d504ef4b

Sponsor	Illinois Army National Guard (ILNG) creative continues
Titles-current	:30 ILNG2109 Recruitment Weighted run at 2 /per week <i>Rotate these spots for remaining 2 spots/week, your choice of :30 or :60 or combination</i> :30 ILNG2102 Something Greater :30 ILNG2104 We Stand Guard :30 ILNG2106 STEM Careers :30 ILNG2108 Testimonial :60 ILNG3101 Something Greater :60 ILNG3103 We Stand Guard :60 ILNG3105 STEM Careers :60 ILNG3107 Testimonial
Flight Dates	December 2, 2017 thru December 31, 2017
Time Periods	5:00 am – 11:59 pm, Mon-Sun
Guidelines	Rotate <i>minimum 3 spots evenly per week.</i> Please provide affidavits at the end of each month.

Download	All radio creative at: https://ilba.sharefile.com/d-see9f2cdcadd4fd8a
-----------------	--

These spots for ILNG will remain in the rotation through October 31, 2018. Only the frequency will change in future orders.

Sponsor	Alzheimer’s Association Silver Search creative continues
Titles	:30 ALZH2104 IBA-Silver Search 1 Sofia’s Mom has Alz
Current Spots Continue!	:60 ALZH3101 IBA-Silver Search 1 Sofia’s Mom has Alz
Flight Dates	December 2, 2017 thru December 31, 2017
Time	5:00 am – 11:59 pm, Mon-Sun
Guidelines	Run <i>minimum 2 spot evenly per week.</i> Please provide affidavits at the end of each month.
Download	https://ilba.sharefile.com/d-s0481dbb93f34191b (corrected file link)

If you have not yet set up IBA as a recipient of your electronic invoicing, please complete that process as soon as possible.

IBA’s Marketron EI Code: 161396

Radioinvoices.com ID Code: 9914512

IBA’s NCSA Coordinator iba@ilba.org

Please set up IBA as a recipient of electronic invoice to avoid mailing invoices each month.
Call 618-985-5555 for details.

Notes: We will have a two new sponsors starting later this month and therefore this traffic order will run only through November 18, 2017. The spots will remain in the rotation with the number of runs per week changing. ISCI codes will remain the same.