



# KANSAS ASSOCIATION OF BROADCASTERS

534 S. Kansas Ave., Ste. 1105 · Topeka, KS 66603 · (785) 235-1307 · [info@kab.net](mailto:info@kab.net)

## PEP RADIO SUMMARY

Effective February 1, 2025

\*Changes in Red\*

*Please stop running any PEP ADs that are not listed below.*

| <u>HirePaths</u>                                     | <u>:30 SPOTS</u> | <u>ISCI Code</u> | <u>Kill Date</u>     |
|--|------------------|------------------|----------------------|
| 1. <b>HirePaths – Cool Careers :30</b>               |                  | <b>HIRE1125</b>  | <b>Mar. 31, 2025</b> |
| 2. <b>HirePaths – Cool Careers Spanish :30</b>       |                  | <b>HIRE4500</b>  | <b>Mar. 31, 2025</b> |
| <u>KS Army National Guard (ARNG)</u>                 |                  | <u>ISCI Code</u> | <u>Kill Date</u>     |
| 1. ARNG – Kansas Service :30                         |                  | ARNG2401         | Mar. 31, 2025        |
| <u>KS Dept. of Children and Families (KDCF)</u>      |                  | <u>ISCI Code</u> | <u>Kill Date</u>     |
| 1. KDCF – LIEAP :30                                  |                  | KDCF1122         | Mar. 31, 2025        |
| <u>Radon Program – Jan. 15 Start</u>                 |                  | <u>ISCI Code</u> | <u>Kill Date</u>     |
| 1. Radon – Save a Life :30                           |                  | RADN2500         | Mar. 15, 2025        |
| 2. Radon – Save a Life Spanish :30                   |                  | RADN3311         | Mar. 15, 2025        |
| <u>KS Board of Regents (KBOR) – Jan. 15 Start</u>    |                  | <u>ISCI Code</u> | <u>Kill Date</u>     |
| 1. KBOR - Micro Interns :30                          |                  | KBOR3003         | Mar. 15, 2025        |
| <u>KS Bankers Association (KSBA) – Jan. 15 Start</u> |                  | <u>ISCI Code</u> | <u>Kill Date</u>     |
| 1. KBA - Codeword :30                                |                  | KSBA2020         | Mar. 15, 2025        |

### :60 SPOTS

|                                       |                  |                  |
|---------------------------------------|------------------|------------------|
| <u>KS Army National Guard (ARNG)</u>  | <u>ISCI Code</u> | <u>Kill Date</u> |
| 1. ARNG – Kansas Service :60          | ARNG4422         | Mar. 31, 2025    |
| <u>Disability Rights Center (DRC)</u> | <u>ISCI Code</u> | <u>Kill Date</u> |
| 1. Disability Rights :60              | DRC25001         | May. 31, 2025    |

### KAB Trust Campaign

*The KAB Trust Campaign is NOT included in the PEP Program. However, we are asking stations to submit your station's traffic affidavits for the campaign to analyze the campaign's success across Kansas.*

|                           |                  |                  |
|---------------------------|------------------|------------------|
| <u>KAB Trust Campaign</u> | <u>ISCI Code</u> | <u>Kill Date</u> |
| 1. Neighbors              | TRST2222         | Dec. 31, 2025    |
| 2. TRUST                  | TRST3300         | Dec. 31, 2025    |
| 3. Spanish TRUST          | TRST4444         | Dec. 31, 2025    |

### RADIO Spot Downloads can be found here:

- All PEP Spots can be found on: <https://kab.net/pep/radio-tv-pep-mp3s/>
- KAB Trust Campaign spots can be found on: <https://kab.net/trust-assets/>

We accept affidavits/invoices via electronic format:

Radioinvoices.com: 9915974 OR RI15974

eMediaTrade.com: EMT13105

Marketron: 1640006

**Note: Be sure to use the ISCI code or Campaign full title on all affidavits.**

To the extent possible, split the value of these orders over ALL day parts as follows:

1/3 of \$ Value: 5 a.m. - 12 noon

1/3 of \$ Value: 12 noon - 6 p.m.

1/3 of \$ Value: 6 p.m. - 12 midnight