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KANSAS ASSOCIATION OF BROADCASTERS

534 S. Kansas Ave., Suite 1105 · Topeka, KS 66603 · (785) 235-1307 · info@kab.net

PEP TV SUMMARY

February 1, 2025

Changes in Red

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

	:15 SPOTS	
	<u>ISCI Code</u>	<u>Kill Date</u>
<u>KS Army National Guard (ARNG)</u>		
1. ARNG – Kansas Service_15	ARNG4444	Mar. 31, 2025
	:30 SPOTS	
	<u>ISCI Code</u>	<u>Kill Date</u>
HirePaths	HIRE3333	Mar. 31, 2025
1. HirePaths – Cool Careers :30		
<u>KS Army National Guard (ARNG)</u>	<u>ISCI Code</u>	<u>Kill Date</u>
2. ARNG – Kansas Service_30	ARNG1124	Mar. 31, 2025
<u>KS Dept. of Children and Families (KDCF)</u>	<u>ISCI Code</u>	<u>Kill Date</u>
1. KDCF - LIEAP :30	KDCF2200	Mar. 31, 2025
<u>Radon Program (Starts Jan. 15)</u>	<u>ISCI Code</u>	<u>Kill Date</u>
1. Radon – Save a Life :30	RADN1125	Mar. 15, 2025
<u>KS Board of Regents (Starts Jan. 15)</u>	<u>ISCI Code</u>	<u>Kill Date</u>
1. KBOR - Micro Interns :30	KBOR2002	Mar. 15, 2025
<u>KS Bankers Association (Starts Jan. 15)</u>	<u>ISCI Code</u>	<u>Kill Date</u>
1. KBA - Codeword :30	KSBA3030	Mar. 15, 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. TRUST	TRST1111	Dec. 31, 2025

TV 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/>

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