

# TRAFFIC INSTRUCTIONS

(as of 12/4/17)

VISIT NORTH CAROLINA					
Media	Spot Title	Length	Rotation of Campaign	Start Date	End Date
RADIO	Parks	:30	ALL SPOTS AT 25%	ALL SPOTS ONGOING	UNTIL FURTHER NOTICE
	Parks	:60			
TELEVISION	Alone Time-Canoe-HD	:15			
	Alone Time-Hang Glide-HD	:15			
	Binge Climbing-HD	:15			
	Binge Hiking-HD	:15			
	Spin Cycle-Waterfall-HD	:15			
DOWNLOAD HERE: <a href="#">VISIT NC SPOTS</a>					

NORTH CAROLINA ARMY NATIONAL GUARD SOMETHING GREATER CAMPAIGN					
FLIGHT DATES:	11/1/2017 - 10/31/2018				
GUIDELINES:	Please provide affidavits at the end of each month with individual rates or an average (ROS) rate				
TIME PERIODS:	Between 5:00 a.m. - 12 Midnight (Preferred)				
NOTES:	Talent rights for all Army Guard spots are cleared for web streaming/Internet broadcast. We also encourage participation from digital sub-channels. TV is closed captioned and Nielsen SPOTTRAC encoded.				
Media	Spot Title	Length	Rotation of Campaign	Start Date	End Date
RADIO	Something Greater	:60	ALL SPOTS AT 50%	11/1/2017	10/31/2018
	Something Greater	:30			
	We Stand Guard	:60			
	We Stand Guard	:30			
	Guard STEM Careers	:60			
	Guard STEM Careers	:30			
	Testimonial – Colledge	:60			
	Testimonial – Colledge	:30			
TELEVISION	Something Greater	:30			
	Something Greater	:15			
	Heart of the Soldier	:30			
	Heart of the Soldier	:15			
	Guard Careers	:30			
	Guard Careers	:15			
	Guard Careers STEM	:30			
	Guard Careers STEM	:15			
	Benefits	:30			
	Benefits	:15			
DOWNLOAD HERE: <a href="#">NATIONAL GUARD SPOTS</a>					

# TRAFFIC INSTRUCTIONS

(as of 12/4/17)

NORTH CAROLINA CLEAN ENERGY					
Media	Spot Title	Length	Rotation of Campaign	Start Date	End Date
RADIO	Concerned Consumer	:30	ALL SPOTS AT 25%	11/1/2017	1/31/2018
TELEVISION	Concerned Consumer	:30			
	BiofuelsCommercial				
DOWNLOAD HERE:	<a href="#">NC CLEAN ENERGY SPOTS</a>				