

MDCD BROADCAST TRAFFIC INSTRUCTIONS

February 2010

Air Dates: February 1 – February 28, 2010

FOR QUESTIONS CONTACT:

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State Highway Administration
SHA FLIGHT TIMES
Monday – Sunday 6AM-12MID

Please run the following :60 or :30 until further notice:

#mdcdsha-16 – “Aggressive Driver”

Run spot 33% of the rotation

Army National Guard
NGB FLIGHT TIMES
Monday – Sunday 6AM-12MID
Please run Regional, English and
Spanish versions, where
appropriate.

Please run the following :60 or :30 until further notice:

#mdcdngb-CD2009 – “Real Life”

Snow Storm - (MD/DC/DE) - :60
Destination - (MD/DC/DE) - :60
Parent Talk - (MD/DC/DE) - :60; **ESP** (MD/DC/DE) - :60
Over Coffee - (MD/DC/DE) - :30
Dorm - (MD/DC/DE) - :30; **ESP** (MD/DC/DE) - :30

Run any or all spots 33% of the rotation

Coast Guard
USGR FLIGHT TIMES
Monday – Sunday 6AM-12MID
Please run Regional, English and
Spanish versions, where
appropriate.

Please run the following :60 or :30 until further notice:

#mdcdusgr-01 – “BORN READY” **ESP :60**
#mdcdusgr-02 – “Cossette Reserves”

Run spots 33% of the rotation

All spots are available via MP3 Email and on our website at www.mdcd.com
Contact: rmcintyre@mdcd.com if you prefer to receive spots via email distribution.
If you require hardcopy (CDs) of spots please call Ken Becker 410-241-0040.

COMMENTS: Please begin airing these spots as soon and as often as you can, inventory permitting, between 6AM and 12MID. It's OK to run the spots on Sun-Mon-Tues or 12MID and 6AM if inventory is tight. *Please return affidavits on a monthly basis so that we can track how we are doing on our annual commitments. As always, we thank you for your continued support.*

