



# PUBLIC EDUCATION PROGRAM



## Arizona DOT

START DATE: July 1, 2020

KILL DATE: June 30, 2021

The Arizona Department of Transportation’s public education program campaign promotes safety and education for all who use Arizona’s roadways. In their newest campaign, they focus on fearless people all around us who are afraid of just one thing - distracted Arizona drivers!

The ADOT spots will share inventory with all other PEP Campaigns. Please air in all dayparts MONDAY through SUNDAY with preferred placement in the 6:00 AM - 11:00 PM rotation.

These television spots are approved for web streaming / internet broadcast. We also ask for participation from digital sub-channels. TV is closed captioned and encoded.

## SPOTS

DESCRIPTION	LENGTH	MEDIA	ISCI CODE	EXPIRATION DATE
<a href="#">Lineman Driver E :30 ADOT2310</a>	:30	TV	ADOT2310	6/30/2021
<a href="#">Bullfighter Driver E :30 ADOT2311</a>	:30	TV	ADOT2311	6/30/2021
<a href="#">Washer Driver E :30 ADOT2312</a>	:30	TV	ADOT2312	6/30/2021
<a href="#">Washer Driver S :30 ADOT2313</a>	:30	TV	ADOT2313	6/30/2021
<a href="#">Snake Driver E :30 ADOT2314</a>	:30	TV	ADOT2314	6/30/2021
<a href="#">Bullfighter Driver E :30 ADOT2315</a>	:30	Radio	ADOT2315	6/30/2021
<a href="#">Snake Driver E :30 ADOT2316</a>	:30	Radio	ADOT2316	6/30/2021
<a href="#">Lineman Driver E :30 ADOT2317</a>	:30	Radio	ADOT2317	6/30/2021
<a href="#">Drive Aware S :30 - ADOT2115</a>	:30	Radio	ADOT2115	6/30/2021
<a href="#">Move Over S :30 - ADOT2121</a>	:30	Radio	ADOT2121	6/30/2021