NEW MEXICO NMBA Broadcasters Association

Broadcast Traffic Instructions

Campaign: Traffic Safety Division-Child Seat Safety

Date: November 10th, 2026

Client: Traffic Safety Division (TSD) Child Seat Safety

Media: New Mexico Radio

Pick-up Dubs at: https://www.nmba.org/pep/child-seat-safety/

Spot Title	ISCI Code	Length	Run Dates	Day Parts	Weekly Frequency	Rotation
Child Seat Safety	TSDC2111 – (English)	00:30	Sept 1, 2026 – May 31, 2027	5:00A- 12:00M Monday thru Sunday	3x	100%
Child Seat Safety	TSDC2112 – (Spanish)	00:30	Sept 1, 2026 – May 31, 2027	5:00A- 12:00M Monday thru Sunday	3x	100%

Special Instructions

Please submit all invoices to the NMBA by **ONE** of the following methods:

- Mail to the NMBA
- Email PDF or Excel invoices to davina@nmba.org
- Remit affidavits through AdCore, Marketron Exchange, or RadioInvoices.com

Please confirm receipt of this insertion order to **davina@nmba.org**.

Notarization of invoices is not required.