



Radio PEP Insertion Order: NM Department of Veterans' Services

Date: February 28, 2026

Client: New Mexico Department of Veterans' Services

Product: Suicide Prevention + Transportation Services

Media: Radio – English, Spanish and Navajo

Length: 30's – Rotate English/Spanish/Navajo 70%- Suicide Prevention and English/Spanish/Navajo 30% Highly Rural Transportation

ISCI Code: DVSS2104 - English - Suicide Prevention (70%)

DVST2101 – English - Highly Rural Transportation (30%)

DVSS2147 – Spanish - Suicide Prevention (70%)

DVST2102 – Spanish - Highly Rural Transportation (30%)

DVSS3148 – Navajo - Suicide Prevention (70%)

DVST3111 – Navajo - Highly Rural Transportation (30%)

Air Dates: March 1, 2026 – February 28, 2027

Number of times per week: minimum 3x

Day Parts: Mon- Sun 5:00 A – 12 M

Please forward all invoices to one of the following:**

email PDF to davina@nmba.org or remit affidavits through Adcore, Marketron Exchange, or Radio Invoices.com

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