

# Arizona Public Education Program



[PEP@azmedia.org](mailto:PEP@azmedia.org)



# Who We Are + What We Do



Meet our two organizations that work collaboratively:

The **Arizona Media Association** acts as the official trade association for Arizona's local radio, TV, print and digital industry. The Association mission is to futureproof Arizona local media and support its role for community connection. Membership includes more than 350 radio stations, TV stations, newspapers, digital operations and associate groups, the near entirety of Arizona's local media landscape.

The **Arizona Local News Foundation** exists to connect communities with more local news and information that drives our state forward. Overseen by its own independent board of local journalism supporters, the Foundation funds programs that ensure important information is more accessible and impactful in every Arizona community.

**We provide a one-of-a-kind Public Education Program for Arizona government agencies and non-profit groups to help them more affordably advertise public interest messages.**

# The Public Education Program (PEP)



PEP provides bulk, statewide advertising reach from more than 250 urban and rural local media brands across English and Spanish TV, radio, print and digital platforms. The program also extends reach on digital ads with additional access to streaming TV, video pre-roll, social media channels, and SEM.

PEP offers mass reach alongside a price discount of up to **75%** compared to traditional ad costs. PEP also includes free ad production to remove any extra costs. The program is only available to Arizona government agencies and non-profit organizations that have public interest messages and the need to reach a statewide audience.

**To protect the integrity of the PEP discounts, partnerships cannot run simultaneously with other paid local media campaigns on the same topic. PEP inventory is also limited each year.**

## Recent Arizona PEP partners include:



# Answers to Common PEP Questions:



- ✓ Every core + digital PEP campaign is built to be turnkey, simple to launch/maintain, and always focused on results. The only critical guideline is advanced planning. Our job is to return exceptional ROIs that justify the public goals.
- ✓ We provide a **monthly performance report for every TV, radio, print and digital run**. We also provide a monthly summary report that values the market price of the ads compared to our discounted PEP rates.
- ✓ There is **no tax on PEP dollars**; PEP is overseen by our 501(c)6 Arizona Media Association.
- ✓ **Private sponsors and public partners can help offset program costs** and be recognized in the ads.
- ✓ All campaigns include **free production for three unique ad messages, with up to three edits**, built to run on all applicable platforms. All ads can run simultaneously or individually at specific times of the year. All campaigns are eligible for the production of three new ads every six months, allowing partners to regularly change messages.
- ✓ All **partners own the created PEP ads** for use on their own internal/external platforms.

# 2023 AmeriCorps PEP Performance



<b>Total value of airtime</b>	<b>\$1,677,235</b>
Total investment by client	\$112,500
Total Broadcast Spots Aired	18,480
Return on Investment (ROI)	14.9 to 1



**Be part of  
something bigger  
than yourself**

Sign up at:  
**serve.az.gov**



# 2024 AmeriCorps PEP Performance



<b>Total value of airtime</b>	<b>\$1,347,802</b>
Total investment by client	\$100,000
Total Spots Aired	13,542
Total Newspaper Impressions*	3,906,565
Total Digital Impressions*	7,978,139
Return on Investment (ROI)	13 to 1

\* The merger of the ABA and ANA resulted in the additional value add of newspaper and digital reach across print, websites, display ads and video pre-roll.



# Total Performance from 2022 - current



## BY THE NUMBERS



VALUE OF \$212,500 INVESTMENT  
**\$3,025,037**



DIGITAL IMPRESSIONS  
**16,966,691**



NEWSPAPER IMPRESSIONS  
**3,906,565**



RUNS ON TV & RADIO  
**32,022**



**Data from 2022 - 2025 shows a**  
**14 to 1** return on advertising spend

# Current 2025 Campaign



Investment amount: \$100,000  
Flight dates: May - August

