



## **FAQ for PIA's Radio Ads**

### **What is PIA's radio ad program?**

PIA has created a series of 40 English and 25 Spanish radio advertisements that current PIA members may run in their local radio markets.

### **Can I add my agency information to the ads?**

Each of PIA's radio ads includes space at the end to include your agency contact information.

### **How do I add my agency information to the ads?**

Most radio stations have a sound studio and a voice-over professional that can "tag" your ads at no additional cost. High profile radio talent may require an additional fee. You can also voice your own tags to give it a personal touch.

### **Can I add the name of a carrier to the ads?**

Yes, as long as you have their permission.

### **Will PIA's company partners and sponsors automatically provide cooperative advertising dollars if I put their company name in my ad?**

Companies' regular cooperative advertising program rules and restrictions apply, unless an authorized representative of the company has informed you otherwise.

### **How long are the ads?**

Most of PIA's radio advertisements are intended to be 30 seconds when finished. We have pre-recorded the first 18-25 seconds of each ad, leaving the remaining time for you to identify your agency. There are four 60-second healthcare radio ads.

### **What if I'd like to run a 60 second ad?**

If you have additional information about your agency that you'd like to include in your ads, simply extend the length of your tagline to fit a 60 second spot. Alternately, you can add a shorter tagline to the end of two of PIA's ads and then run them back-to-back to fill 60 seconds.

### **Can I record PIA's ads in my own voice or someone else's voice?**

Scripts of each PIA radio ad are available. You are welcome to record the ads in your own voice or someone else's voice. This is particularly helpful if your voice may be recognized from other



radio ads you have run or if you are planning to use the voice of someone known in your radio market.

**Can I make changes to the ads?**

Not the pre-recorded ads, except for the open space at the end of each ad, but you may use the scripts as you wish.

**Can I add music “behind” the ads?**

You are welcome to add music in the background of the ads without securing additional permission from PIA. Please ensure that you have the proper legal rights to use any music that is added to your radio ads. Your local radio station may be able to provide you with music which includes usage rights. Some of the healthcare radio ads already have background music.

**What file type is PIA providing the ads in?**

Ads are being provided as broadcast-quality MP3 audio files.

**How do I provide an ad to my local radio station?**

The individual MP3 audio file(s) for each ad may be downloaded from PIA’s website and sent via email to your radio station.

**Can I use these ads online or somewhere besides radio?**

As long as you maintain a current membership in PIA, you may use the PIA’s advertisements on radio, online, as on-hold music, or as you see fit.

**Are there any restrictions to using PIA’s radio ads?**

Only current PIA members may download and use PIA’s radio advertisements.

**Have a question for PIA?**

Should you have a question for PIA, please contact us at [ProductsAndServices@pianational.org](mailto:ProductsAndServices@pianational.org).