



March 8, 2024

To: CBA Member TV & Radio Stations

FROM: Michael Ryan, President

RE: Instructions for Connecticut Attorney General Cannabis Awareness Campaign

As part of its cannabis awareness campaign for Connecticut's Attorney General, the CBA requests that all member stations air the provided spot for thirteen weeks starting Monday, March 18, 2024 and ending Sunday, June 16, 2024. We ask that stations air the spot 12-15 times per week, in all dayparts Monday-Sunday between 5:00 AM-1:00 AM ET.

Customized spots for digital media platforms will be provided under separate cover. Digital media exposure is at station discretion and does not accrue to the prescribed media value.

Monthly on-air carriage reports or affidavits should be provided to Michael Ryan at mryan@ctba.org or sent to P.O. Box 1785, Avon, CT 06001.

Since we have not aired an NCSA campaign since 2022, we ask that you provide an average spot rate value for your station(s). This information will be kept in strict confidence by the CBA. No specific station spot value information will be provided to the Attorney General's office, any third-parties, or other CBA stations.

Thank you for your support of the CBA with your participation in this important public service project. The message is vital to the people of Connecticut, and this program helps fund what we do on behalf of our member stations.

Please address any questions to me at mryan@ctba.org or 860-305-2038.

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