

# **FAQ for the PIA Branding Program Radio Ads**

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

PIA National has created a series of 28 English and 25 Spanish radio advertisements that current PIA members may run in their local radio markets.



Local  
Agents  
Serving  
Main Street  
America<sup>SM</sup>

## **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.

## **Can I add the name of a carrier even if the company is not a "sponsor" of the PIA Branding Program?**

Yes, provided you have the company's permission to do so.

## **Will sponsors of the PIA Branding Program automatically provide cooperative advertising dollars if I put their company name in my ad?**

Not necessarily. Companies' regular cooperative advertising program rules and restrictions apply, unless an authorized representative of the company has informed you otherwise. Furthermore, not all PIA Branding Program sponsors have cooperative advertising programs.

## **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 18-23 seconds of each ad, leaving the remaining time for you to identify your agency.

## **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 on the file download page. 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.

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

No, not without receiving specific permission from a PIA Branding Program representative at PIA National ([piabrandingprogram@pianet.org](mailto:piabrandingprogram@pianet.org)).

**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.

**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 National’s website ([www.pianet.com/piabrandingprogram](http://www.pianet.com/piabrandingprogram)) 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 Branding Program advertisements on radio or on your website. You may think of other acceptable ways to use the PIA Branding Program advertisements. All we ask is that you contact us in advance to secure permission ([piabrandingprogram@pianet.org](mailto:piabrandingprogram@pianet.org)).

**Are there any restrictions to using the PIA Branding Program radio ads?**

Only current PIA members may download and use the PIA Branding Program radio advertisements. Before you download the ads, you will be asked to acknowledge that you have read, understand and agree to comply with the “Terms of Use for Using PIA Branding Program Marketing Materials” which are available through the following web link:

<http://www.pianet.com/doc/PIABrandingProgram/TermsOfUse.pdf>

**What if I have a question about the PIA Branding Program?**

PIA National staff assigned to the PIA Branding Program may be reached at PIA National’s main telephone number, 703-836-9340, or via email at [piabrandingprogram@pianet.org](mailto:piabrandingprogram@pianet.org). Direct contact information can be found below.

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