



**TRAFFIC INSTRUCTIONS**

**Date:** 4/12/24  
**Agency:** Sage Media Planning & Placement

**Client:** Michigan Families for Fair Care  
**Medium:** Broadcast, Cable & Satellite TV  
**Estimate:** 13372 & 13373

*Questions? Call 202-675-6936*

**DUB CONTENTS:**

<b>Spot Name</b>	<b>Spot Code</b>	<b>Duration</b>	<b>Arrival</b>
Alex	4C24MFFC02H	:30	In House
Jocelyn	4C24MFFC03H	:30	via Comcast Ad Delivery on Monday April 15th, 2024

**INSTRUCTIONS**

**ALL SPOTS ARE EMBARGOED FROM RELEASE BEFORE FIRST SCHEDULED AIRING.**

**Beginning Tuesday April 2nd, please run the following:**

Market	Estimate	Spot Name	Spot Code	Rotation	Start Date	End Date
Detroit, MI - Broadcast & Linear Cable Districtwide - VOD & D2 Satellite	13372 & 13373	Alex	4C24MFFC02H	50%	4/16/2024	UFN
Detroit, MI - Broadcast & Linear Cable Districtwide - VOD & D2 Satellite	13372 & 13373	Jocelyn	4C24MFFC03H	50%	4/16/2024	UFN

STATION: \_\_\_\_\_

DATE: \_\_\_\_\_

CONTACT: \_\_\_\_\_

FIRST AIRING: \_\_\_\_\_

Please sign upon receipt of traffic & dub and return confirmation of traffic instructions  
 E-mail: [casey@sagemediaplanning.com](mailto:casey@sagemediaplanning.com)