

## TYPE 2 DIABETES CAMPAIGN EXPIRATION DATES

TELEVISION				
ASSET	LENGTH	LANGUAGE	SUBTYPE	EXP. DATE
Be Your Own Hero	:60	English	TV, OLV	11/14/2025
Be Your Own Hero	:30	English	TV, OLV	11/14/2025
Be Your Own Hero	:15	English	TV, OLV	11/14/2025
Be Your Own Hero - Localizable English Partner Logo Version	:60	English	Localizable TV, OLV	11/14/2025
Be Your Own Hero - Localizable English Partner Logo Version	:30	English	Localizable TV, OLV	11/14/2025
Be Your Own Hero - Localizable English Partner Logo Version	:15	English	Localizable TV, OLV	11/14/2025
Be Your Own Hero - Spanish	:60	Spanish	TV, OLV	11/14/2025
Be Your Own Hero - Spanish	:30	Spanish	TV, OLV	11/14/2025
Be Your Own Hero - Spanish	:15	Spanish	TV, OLV	11/14/2025
Be Your Own Hero - Localizable Spanish Partner Logo Version	:60	Spanish	Localizable TV, OLV	11/14/2025
Be Your Own Hero - Localizable Spanish Partner Logo Version	:30	Spanish	Localizable TV, OLV	11/14/2025
Be Your Own Hero - Localizable Spanish Partner Logo Version	:15	Spanish	Localizable TV, OLV	11/14/2025
Change the Outcome	:60	English	TV	10/14/2025
Change the Outcome	:30	English	TV	10/14/2025
Change the Outcome	:15	English	TV	10/14/2025
Change the Outcome (Cambiar el Resultado)	:60	Spanish	TV	10/14/2025
Change the Outcome (Cambiar el Resultado)	:30	Spanish	TV	10/14/2025
Change the Outcome (Cambiar el Resultado)	:15	Spanish	TV	10/14/2025
Take The Risk Test - Localizable	:30	English	Localizable TV, OLV	8/11/2025
Take The Risk Test	:30	English	TV, 16x9	8/11/2025
Take The Risk Test	:15	English	TV, 16x9	8/11/2025
Take The Risk Test - Spanish	:30	Spanish	TV	8/11/2025
Take The Risk Test - Spanish	:15	Spanish	TV	8/11/2025
Animals - Hedgehogs	:60	English	TV	7/26/2025
Animals - Hedgehogs - Localizable	:60	English	Localizable TV, OLV	7/26/2025
Animals - Hedgehogs	:15	English	TV	7/26/2025
Animals - Hedgehogs - Localizable	:15	English	Localizable TV, OLV	7/26/2025
Animals - Puppies	:60	English	TV	7/26/2025
Animals - Puppies - Localizable	:60	English	Localizable TV, OLV	7/26/2025
Animals - Puppies	:15	English	TV	7/26/2025
Animals - Puppies - Localizable	:15	English	Localizable TV, OLV	7/26/2025

Animals - Puppies	:10	English	TV	7/26/2025
Risk Test Video - Localizable	:38	English	Localizable TV, OLV	In Perpetuity
Dionne's Prediabetes Journey	Longform	English	OLV	In Perpetuity
Mike's Prediabetes Journey	Longform	English	OLV	In Perpetuity
<b>OOH</b>				
<b>ASSET</b>	<b>SIZE/TYPE</b>	<b>LANGUAGE</b>	<b>SUBTYPE</b>	<b>EXP. DATE</b>
Be Your Own Hero	30 Sheet	English	OOH	In Perpetuity
Be Your Own Hero	Bus Shelter	English	OOH	In Perpetuity
Be Your Own Hero - Spanish	30 Sheet	Spanish	OOH	In Perpetuity
Be Your Own Hero - Spanish	Bus Shelter	Spanish	OOH	In Perpetuity
Song	1920x1080	English	DOOH	11/14/2025
Song	1400X400	English	DOOH	11/14/2025
Song - Spanish	1920x1080	Spanish	DOOH	11/14/2025
Song - Spanish	1400X400	Spanish	DOOH	11/14/2025
1 in 3	1920x1080	English	DOOH	11/14/2025
1 in 3	840X400	English	DOOH	11/14/2025
1 in 3 - Spanish	1920x1080	Spanish	DOOH	11/14/2025
1 in 3 - Spanish	840X400	Spanish	DOOH	11/14/2025
Monday	400x840	English	DOOH	In Perpetuity
Monday	400x1400	English	DOOH	In Perpetuity
Monday	1080x1920	English	DOOH	In Perpetuity
Monday - Spanish	400x840	Spanish	DOOH	In Perpetuity
Monday - Spanish	400x1400	Spanish	DOOH	In Perpetuity
Monday - Spanish	1080x1920	Spanish	DOOH	In Perpetuity
Change the Outcome - Shark	30 Sheet	English	OOH	In Perpetuity
Change the Outcome - Shark	Bus Shelter	English	OOH	In Perpetuity
Change the Outcome - Lightning	30 Sheet	English	OOH	In Perpetuity
Change the Outcome - Lightning	Bus Shelter	English	OOH	In Perpetuity
Change the Outcome - Shark	30 Sheet	Spanish	OOH	In Perpetuity
Change the Outcome - Shark	Bus Shelter	Spanish	OOH	In Perpetuity
Change the Outcome - Lightning	30 Sheet	Spanish	OOH	In Perpetuity
Change the Outcome - Lightning	Bus Shelter	Spanish	OOH	In Perpetuity
Waiting in Line	1080x1920	English	Static	11/14/2025
Waiting in Line - Spanish	1080x1920	Spanish	Static	11/14/2025

BANNERS				
ASSET	SIZE/TYPE	LANGUAGE	SUBTYPE	EXP. DATE
Banner Ads	300x250	English	Animated	In Perpetuity
Banner Ads	728x90	English	Animated	In Perpetuity
Banner Ads	160x600	English	Animated	11/14/2025
Banner Ads	300x600	English	Animated	11/14/2025
Banner Ads	350x50	English	Animated	In Perpetuity
Banner Ads	300x50	English	Animated	In Perpetuity
Banner Ads - Spanish	300x250	Spanish	Animated	In Perpetuity
Banner Ads - Spanish	728x90	Spanish	Animated	In Perpetuity
Banner Ads - Spanish	160x600	Spanish	Animated	11/14/2025
Banner Ads - Spanish	300x600	Spanish	Animated	11/14/2025
Banner Ads - Spanish	350x50	Spanish	Animated	In Perpetuity
Banner Ads - Spanish	300x50	Spanish	Animated	In Perpetuity
1 in 3	300x250	English	Animated	In Perpetuity
1 in 3	728x90	English	Animated	In Perpetuity
1 in 3	160x600	English	Animated	11/14/2025
1 in 3	300x600	English	Animated	11/14/2025
1 in 3	350x50	English	Animated	In Perpetuity
1 in 3	300x50	English	Animated	In Perpetuity
1 in 3 - Spanish	300x250	Spanish	Animated	In Perpetuity
1 in 3 - Spanish	728x90	Spanish	Animated	In Perpetuity
1 in 3 - Spanish	160x600	Spanish	Animated	11/14/2025
1 in 3 - Spanish	300x600	Spanish	Animated	11/14/2025
1 in 3 - Spanish	350x50	Spanish	Animated	In Perpetuity
1 in 3 - Spanish	300x50	Spanish	Animated	In Perpetuity
Be Your Own Hero	300x250	English	Static	In Perpetuity
Be Your Own Hero	728x90	English	Static	In Perpetuity
Be Your Own Hero	160x600	English	Static	11/14/2025
Be Your Own Hero	300x600	English	Static	11/14/2025
Be Your Own Hero	350x50	English	Static	In Perpetuity
Be Your Own Hero	300x50	English	Static	In Perpetuity
Be Your Own Hero - Spanish	300x250	Spanish	Static	In Perpetuity
Be Your Own Hero - Spanish	728x90	Spanish	Static	In Perpetuity

Be Your Own Hero - Spanish	160x600	Spanish	Static	11/14/2025
Be Your Own Hero - Spanish	300x600	Spanish	Static	11/14/2025
Be Your Own Hero - Spanish	320x50	Spanish	Static	In Perpetuity
Be Your Own Hero - Spanish	300x50	Spanish	Static	In Perpetuity
Power to Escape	300x250	English	Static	In Perpetuity
Power to Escape	728x90	English	Static	In Perpetuity
Power to Escape	160x600	English	Static	11/14/2025
Power to Escape	300x600	English	Static	11/14/2025
Power to Escape	320x50	English	Static	In Perpetuity
Power to Escape	300x50	English	Static	In Perpetuity
Power to Escape - Spanish	300x250	Spanish	Static	In Perpetuity
Power to Escape - Spanish	728x90	Spanish	Static	In Perpetuity
Power to Escape - Spanish	160x600	Spanish	Static	11/14/2025
Power to Escape - Spanish	300x600	Spanish	Static	11/14/2025
Power to Escape - Spanish	320x50	Spanish	Static	In Perpetuity
Power to Escape - Spanish	300x50	Spanish	Static	In Perpetuity
Change the Outcome	300x250 Static	English	Mobile Banners	In Perpetuity
Change the Outcome	300x250 Static	English	Mobile Banners	In Perpetuity
Change the Outcome	300x50 Static	English	Mobile Banners	In Perpetuity
Change the Outcome	300x50 Static	English	Mobile Banners	In Perpetuity
Change the Outcome	320x50 Static	English	Mobile Banners	In Perpetuity
Change the Outcome	320x50 Static	English	Mobile Banners	In Perpetuity
Change the Outcome	300x250 Static	Spanish	Mobile Banners	In Perpetuity
Change the Outcome	300x250 Static	Spanish	Mobile Banners	In Perpetuity
Change the Outcome	300x50 Static	Spanish	Mobile Banners	In Perpetuity
Change the Outcome	300x50 Static	Spanish	Mobile Banners	In Perpetuity
Change the Outcome	320x50 Static	Spanish	Mobile Banners	In Perpetuity
Change the Outcome	320x50 Static	Spanish	Mobile Banners	In Perpetuity
Change the Outcome - Lightning	160x600	English	Desktop Banners	In Perpetuity
Change the Outcome - Lightning	300x250	English	Desktop Banners	In Perpetuity
Change the Outcome - Lightning	300x600	English	Desktop Banners	In Perpetuity
Change the Outcome - Lightning	728x90	English	Desktop Banners	In Perpetuity
Change the Outcome - Lightning	160x600	Spanish	Desktop Banners	In Perpetuity
Change the Outcome - Lightning	300x250	Spanish	Desktop Banners	In Perpetuity

Change the Outcome - Lightning	300x600	Spanish	Desktop Banners	In Perpetuity
Change the Outcome - Lightning	728x90	Spanish	Desktop Banners	In Perpetuity
Change the Outcome - Shark Attack	160x600	English	Desktop Banners	In Perpetuity
Change the Outcome - Shark Attack	300x250	English	Desktop Banners	In Perpetuity
Change the Outcome - Shark Attack	300x600	English	Desktop Banners	In Perpetuity
Change the Outcome - Shark Attack	728x90	English	Desktop Banners	In Perpetuity
Change the Outcome - Shark Attack	160x600	Spanish	Desktop Banners	In Perpetuity
Change the Outcome - Shark Attack	300x250	Spanish	Desktop Banners	In Perpetuity
Change the Outcome - Shark Attack	300x600	Spanish	Desktop Banners	In Perpetuity
Change the Outcome - Shark Attack	728x90	Spanish	Desktop Banners	In Perpetuity
<b>PRINT</b>				
<b>ASSET</b>	<b>SIZE/TYPE</b>	<b>LANGUAGE</b>	<b>SUBTYPE</b>	<b>EXP. DATE</b>
You Can CTO	7.25x10.25	English	Print	11/14/2025
You Can CTO - Spanish	7.25x10.25	Spanish	Print	11/14/2025
Met Its Match	11.75x21.25 4C	English	Print	11/14/2025
Met Its Match	11.75X21.25 BW	English	Print	11/14/2025
Met Its Match - Spanish	11.75x21.25 4C	Spanish	Print	11/14/2025
Met Its Match - Spanish	11.75X21.25 BW	Spanish	Print	11/14/2025
You Can CTO - Localizable	7.25x10.25	English	Localizable Print	11/14/2025
You Can CTO - Localizable - Spanish	7.25x10.25	Spanish	Localizable Print	11/14/2025
Change the Outcome - Shark	11.5x21 B/W	English	Print	In Perpetuity
Change the Outcome - Shark	11.5x21 4C	English	Print	In Perpetuity
Change the Outcome - Shark	7X10 4C	English	Print	In Perpetuity
Change the Outcome - Shark	11.5x21 B/W	Spanish	Print	In Perpetuity
Change the Outcome - Shark	11.5x21 4C	Spanish	Print	In Perpetuity
Change the Outcome - Shark	7X10 4C	Spanish	Print	In Perpetuity
Change the Outcome - Lightning Strike	11.5x21 B/W	English	Print	In Perpetuity
Change the Outcome - Lightning Strike	11.5x21 4C	English	Print	In Perpetuity
Change the Outcome - Lightning Strike	7X10 4C	English	Print	In Perpetuity
Change the Outcome - Lightning Strike	11.5x21 B/W	Spanish	Print	In Perpetuity
Change the Outcome - Lightning Strike	11.5x21 4C	Spanish	Print	In Perpetuity
Change the Outcome - Lightning Strike	7X10 4C	Spanish	Print	In Perpetuity
Change the Outcome - Lightning Strike - Localizable		English	Print - Localizable	In Perpetuity
Change the Outcome - Lightning Strike - Localizable - with Bleed		English	Print - Localizable	In Perpetuity

Change the Outcome - Shark - Localizable		English	Print - Localizable	In Perpetuity
Change the Outcome - Shark - Localizable - with Bleed		English	Print - Localizable	In Perpetuity
Change the Outcome - Shark - Localizable - Spanish		Spanish	Print - Localizable	In Perpetuity
Change the Outcome - Shark - Localizable - Spanish - with Bleed		Spanish	Print - Localizable	In Perpetuity
<b>SOCIAL</b>				
<b>ASSET</b>	<b>SIZE/TYPE</b>	<b>LANGUAGE</b>	<b>SUBTYPE</b>	<b>EXP. DATE</b>
Be Your Own Hero Tracey - English	9x16	English	Social	11/14/2025
Be Your Own Hero Phone - English	9x16	English	Social	11/14/2025
1 in 3 - English	9x16	English	Social	11/14/2025
Be Your Own Hero Tracey - English	1x1	English	Social	11/14/2025
Be Your Own Hero Phone - English	1x1	English	Social	11/14/2025
1 in 3 - English	1x1	English	Social	11/14/2025
Be Your Own Hero Tracey - Spanish	9x16	Spanish	Social	11/14/2025
Be Your Own Hero Phone - Spanish	9x16	Spanish	Social	11/14/2025
1 in 3 - Spanish	9x16	Spanish	Social	11/14/2025
Be Your Own Hero Tracey - Spanish	1x1	Spanish	Social	11/14/2025
Be Your Own Hero Phone - Spanish	1x1	Spanish	Social	11/14/2025
1 in 3 - Spanish	1x1	Spanish	Social	11/14/2025
Social Hero	1900x600	English	Social	11/14/2025
Social Hero - Spanish	1900x600	Spanish	Social	11/14/2025
Social Hero - No copy	1x1	N/A	Social	11/14/2025
<b>RADIO</b>				
<b>ASSET</b>	<b>LENGTH</b>	<b>LANGUAGE</b>	<b>SUBTYPE</b>	<b>EXP. DATE</b>
Traffic	:60	English	Radio	11/14/2025
Traffic - Spanish	:60	Spanish	Radio	11/14/2025
Remote Control	:60	English	Radio	11/3/2025
Remote Control	:30	English	Radio	11/3/2025
Remote Control	:15	English	Radio	11/3/2025
Warning App	:60	English	Radio	11/3/2025
Warning App	:30	English	Radio	11/3/2025
Warning App	:15	English	Radio	11/3/2025
Warning App	:60	Spanish	Radio	11/3/2025
Warning App	:30	Spanish	Radio	11/3/2025
Warning App	:15	Spanish	Radio	11/3/2025