

How to Access Downloadable Media

To access Ad Council PSAs, please click on the AdCouncil.org link below. You will be brought to the Ad Council's website where you can create an account and download high resolution, broadcast quality files free of charge.

- Type 2 Diabetes Prevention Assets:
<https://www.adcouncil.org/campaign/type-2-diabetes-prevention>
- Find Assets Search:
<https://www.adcouncil.org/find-assets>

AdCouncil.org's Type 2 Diabetes Prevention campaign page provides Media Directors with broadcast quality and print-ready PSA materials. You can browse and preview our PSAs by using our enhanced 'Find Assets' search functionality, linked above, including faceted search with new filter options. Once you find the PSAs you are interested in, and you are ready to download you will be required to sign in using your username and password.

AdCouncil.org's Features Include:

- TV, Radio, Online/Mobile, Print & Out Of Home formats available - including broadcast quality HD + SD TV spots
- Enhanced search functionality, including faceted search with new filter options
- Cart feature with options to download PSAs from cart, email PSAs from cart, or save PSAs to your FTP server
- The ability to request tags for digital video and banner support

Once you access these files, you can use them for educational purposes or in donated media space and time. We would appreciate your help in encouraging media stations or websites to donate space for these ads. To help you with that process, we have some support materials available in the Media Outreach section. Please note: expired PSAs are NOT available for broadcast.

Where can I access materials for use on the internet or in PowerPoint presentations?

Visit our Toolkit "TV PSAs" section for embeddable links to our Prediabetes Awareness PSAs.
<https://prediabetes.adcouncilkit.org/psas/tv/>