



Project Roadblock PSAs

2023



Spot Name	Length	AD-ID (Adcouncil.org)	AD-ID (Extreme Reach)	Expiration Date	Language
Television PSAs					
TVB Catch a Ride	:30	CNRB0254000H	CNRB0256000H	10/20/24	English
TVB For the Stans	:30	CNRB0230000H	CNRB0240000H	09/16/24	English
TVB Warning Sign: Playoffs	:30	CNRB0182000H	CNRB0184000H	01/24/24	English
TVB Catch a Ride	:15	CNRB0255000H	CNRB0257000H	10/20/24	English
TVB For the Stans	:15	CNRB0231000H	CNRB0241000H	09/16/24	English
TVB Warning Sign: Playoffs	:15	CNRB0183000H	CNRB0185000H	01/24/24	English
TVB Bathroom Boy	:15	CNRB0214000H	CNRB0213000H	03/26/25	English
TVB For the Stans	:10	CNRB0232000H	CNRB0242000H	09/16/24	English
TVB For the Stans Spanish	:30	CNRB0251000H	CNRB0252000H	09/16/24	Spanish
TVB Trying to Sober Up - Spanish	:30	CNRB0208000H	CNRB0207000H	03/26/25	Spanish
TVB Waterboy – Spanish	:15	CNRB0234000H	CNRB0244000H	03/26/25	Spanish
TVB Bathroom Boy - Spanish	:15	CNRB0216000H	CNRB0215000H	03/26/25	Spanish
Digital Banner PSAs					
TVB That Won't Work	300x250	CNRB0222000	Not Available via Extreme Reach	10/16/24	English
TVB That Won't Work	728x90	CNRB0224000		10/16/24	English
TVB That Won't Work	300x250	CNRB0223000		10/16/24	Spanish
TVB That Won't Work	728x90	CNRB0225000		10/16/24	Spanish
<p><u>Sponsorable PSAs</u></p> <p>Please note, sponsorable assets are only available for download upon submission of the sponsorship application form. To learn more and complete a sponsorship form, please visit https://www.tvb.org/projectroadblock/monetize-with-sponsorship/.</p>					
Spot Name	Length	AD-ID (Adcouncil.org)	AD-ID (Extreme Reach)	Expiration Date	Language
Sponsorable Television PSAs					
TVB Catch a Ride - Sponsorable	:30	CNRB0258000H	Not Available via Extreme Reach	10/20/24	English
TVB For the Stans - Sponsorable	:30	CNRB0237000H		09/16/24	English
TVB Warning Sign: Playoffs - Sponsorable	:30	CNRB0187000H		01/24/24	English
TVB Catch a Ride - Sponsorable	:15	CNRB0259000H		10/20/24	English
TVB For the Stans - Sponsorable	:15	CNRB0238000H		09/16/24	English
TVB Warning Sign: Playoffs - Sponsorable	:15	CNRB0188000H		01/24/24	English
TVB Bathroom Boy – Sponsorable	:15	CNRB0220000H		3/26/25	English
TVB For the Stans - Sponsorable	:10	CNRB0239000H		09/16/24	English
TVB For the Stans Spanish - Sponsorable	:30	CNRB0252000H		09/16/24	Spanish
TVB Trying to Sober Up - Spanish - Sponsorable	:30	CNRB0217000H		3/26/25	Spanish
TVB Waterboy Spanish - Sponsorable	:15	CNRB0236000H		03/26/25	Spanish
TVB Bathroom Boy - Spanish – Sponsorable	:15	CNRB0221000H		3/26/25	Spanish
Sponsorable Digital Banner PSAs					
TVB That Won't Work - Sponsorable	300x250	CNRB0226000	Not Available via Extreme Reach	10/16/24	English
TVB That Won't Work - Sponsorable	728x90	CNRB0228000		10/16/24	English
TVB That Won't Work - Sponsorable	300x250	CNRB0227000		10/16/24	Spanish
TVB That Won't Work - Sponsorable	728x90	CNRB0229000		10/16/24	Spanish