



## Project Roadblock PSAs



Spot Name	Length	AD-ID (Adcouncil.org)	AD-ID (Extreme Reach)	Expiration Date	Language
<b>Television PSAs</b>					
TVB The Legend	:30	CNRB0203000H	CNRB0197000H	10/28/22	English
TVB Trying to Sober Up - Spanish	:30	CNRB0208000H	CNRB0207000H	3/26/25	Spanish
TVB Warning Sign: Over the Top - Spanish	:15	CNRB0202000H	CNRB0196000H	11/5/22	Spanish
TVB Warning Sign: Over the Top	:15	CNRB0201000H	CNRB0195000H	11/5/22	English
TVB That Won't Work	:15	CNRB0210000H	CNRB0209000H	10/16/23	English
TVB That Won't Work – Spanish	:15	CNRB0212000H	CNRB0211000H	10/16/23	Spanish
TVB Bathroom Boy	:15	CNRB0214000H	CNRB0213000H	3/26/25	English
TVB Bathroom Boy - Spanish	:15	CNRB0216000H	CNRB0215000H	3/26/25	Spanish
<b>Digital Banner PSAs</b>					
TVB That Won't Work	300x250	CNRB0222000	Not Available via Extreme Reach	10/16/23	English
TVB That Won't Work	300x250	CNRB0223000		10/16/23	Spanish
TVB That Won't Work	728x90	CNRB0224000		10/16/23	English
TVB That Won't Work	728x90	CNRB0225000		10/16/23	Spanish

### Sponsorable PSAs

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 [www.tvb.org/Public/ProjectRoadblock/Sponsorships](http://www.tvb.org/Public/ProjectRoadblock/Sponsorships).

Spot Name	Length	AD-ID (Adcouncil.org)	AD-ID (Extreme Reach)	Expiration Date	Language
<b>Sponsorable Television PSAs</b>					
TVB The Legend - Sponsorable	:30	CNRB0206000H	Not Available via Extreme Reach	10/28/22	English
TVB Trying to Sober Up - Spanish - Sponsorable	:30	CNRB0217000H		3/26/25	Spanish
TVB Warning Sign: Over the Top - Spanish - Sponsorable	:15	CNRB0205000H		11/5/22	Spanish
TVB Warning Sign: Over the Top - Sponsorable	:15	CNRB0204000H		11/5/22	English
TVB That Won't Work - Sponsorable	:15	CNRB0218000H		10/16/23	English
TVB That Won't Work - Spanish - Sponsorable	:15	CNRB0219000H		10/16/23	Spanish
TVB Bathroom Boy - Sponsorable	:15	CNRB0220000H		3/26/25	English
TVB Bathroom Boy – Spanish - Sponsorable	:15	CNRB0221000H		3/26/25	Spanish
<b>Sponsorable Digital Banner PSAs</b>					
TVB That Won't Work - Sponsorable	300x250	CNRB0226000	Not Available via Extreme Reach	10/16/23	English
TVB That Won't Work - Sponsorable	300x250	CNRB0227000		10/16/23	Spanish
TVB That Won't Work - Sponsorable	728x90	CNRB0228000		10/16/23	English
TVB That Won't Work - Sponsorable	728x90	CNRB0229000		10/16/23	Spanish