



## How to Access Wildfire Prevention PSAs

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

<https://www.adcouncil.org/campaign/wildfire-prevention>

This website is a service of the Ad Council. Ad Council provides Media Directors with broadcast quality and print-ready PSA materials. To download our PSAs, you will be required to create a new username and password. You can browse and preview our PSAs by using our newly enhanced search functionality, including faceted search with new filter options. You can search by "Campaign", "Asset" and/or "Media Type." You can also use the advanced search or keyword search for more 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 includes:**

- 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

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 use.

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

Visit our "Campaign PSAs" section for embeddable links to our Wildfire Prevention PSAs.