

#1 AT GETTING HELP

Iowa Department of Public Health / 1-800-BETS OFF / Your Life Iowa

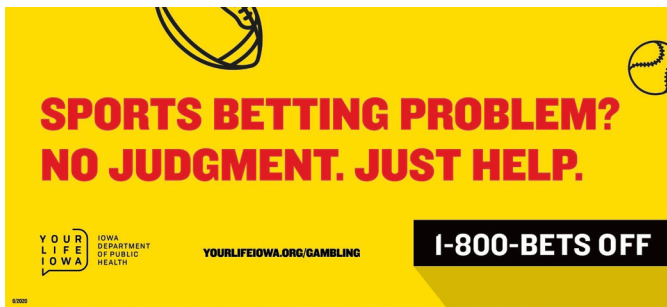
TELEVISION/VIDEO

:30



BILLBOARD

10x22' / 14x48'



RADIO

(Expires 07/13/23)

:30

Final Script: “#1 at getting help”

Annncr: You never know who might be hiding a problem with sports betting – because it can affect anyone.

Dads, moms. Teachers, lawyers.
Blue collar, white collar.

PhDs, community heroes.

But there’s one thing we want you to know. It doesn’t matter who you are – what does matter is getting help.

Contact 1-800-BETS OFF. No judgment. Just help.

Be #1 at getting help.

Brought to you by the Iowa Department of Public Health.

DJ Script: “No judgment. Just help.”

DJ: This is <DJ name>. I want to get serious and talk about those who may have a problem with sports betting. You can spot them a mile away, right? Well, this may be a surprise . . . ANYONE can have a problem. You, me, a friend, a neighbor or people you admire. People you love.

It doesn’t matter who you are. What does matter is getting help. Contact 1-800-BETS OFF. No judgment. Just help. Brought to you by the Iowa Department of Public Health.

HOW TO GET FILES

The easiest way to access these materials is to visit <https://yourlifeiowa.org/prevention/media-center>.



I-800-BETS OFF

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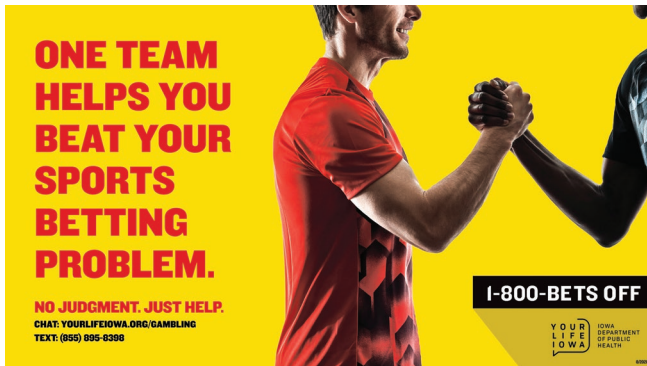
POSTER

8.5x11" / 11x17"



THEATER BOARD

1920x1080px



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#1 AT GETTING HELP

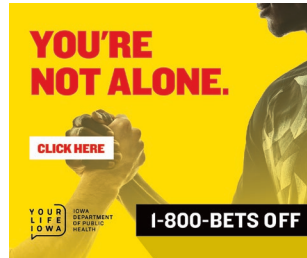
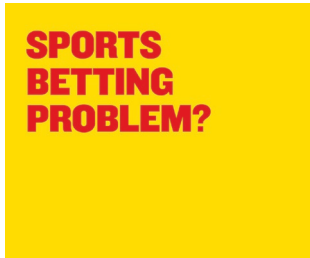
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BANNER AD

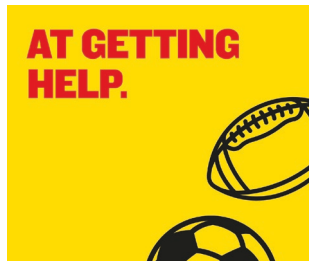
(Animated & Static)

Standard: 300x250px / 300x600px / 160x600px / 728x90px

Mobile: 300x50px / 320x50px / 300x250px



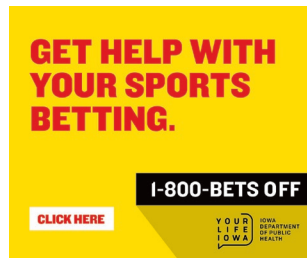
You're Not Alone



Be #1 at Getting Help



One Team



Your Big Win

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I-800-BETS OFF