

# HELP FOR THEM AND YOU

Iowa Health and Human Services / Your Life Iowa / 1-800-BETS OFF

Campaign Landing Page (direct all ads to this location): <https://yourlifeiowa.org/gambling>

Target Audience: The family and friends of a person that has a problem with gambling

## TELEVISION/VIDEO

(Licensed until 3/2026 for Digital and Traditional use)

:15 / :30



## RADIO

(Licensed until 3/2026 for Digital and Traditional use)

:30



### 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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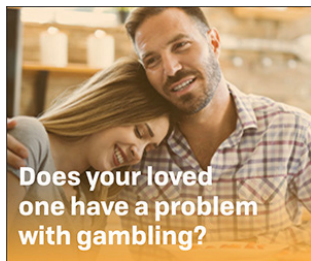
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## BANNER AD

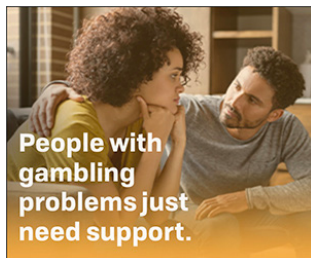
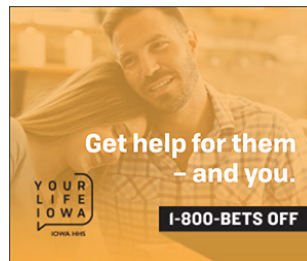
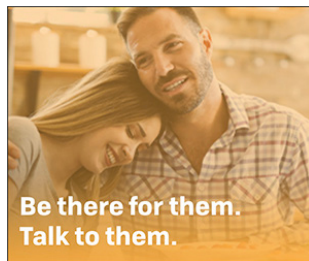
(Animated & Static)

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

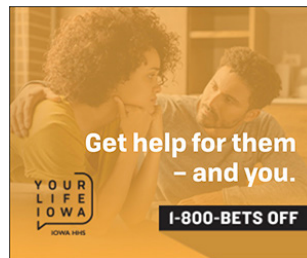
Mobile: 300x50px / 320x50px / 300x250px



*Be There for Them*



*Learn How to Talk*



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I-800-BETS OFF

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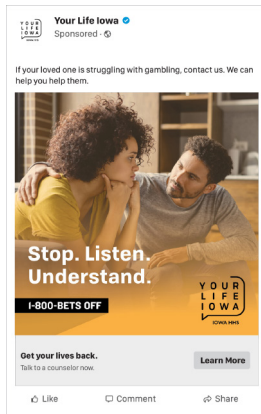
Iowa Health and Human Services / Your Life Iowa / 1-800-BETS OFF

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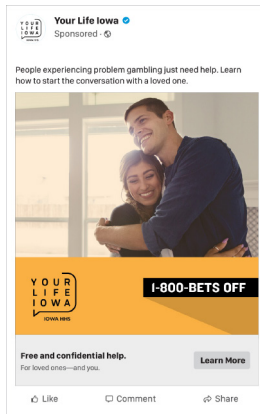
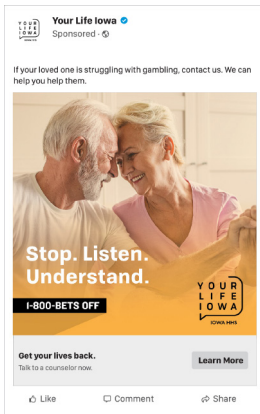
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## SOCIAL

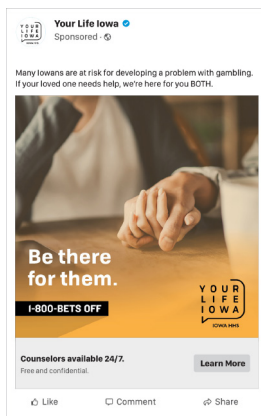
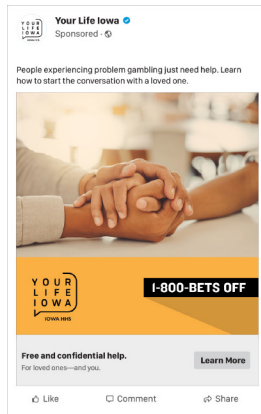
(For paid use on Facebook and Instagram)



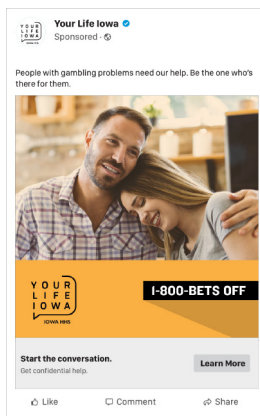
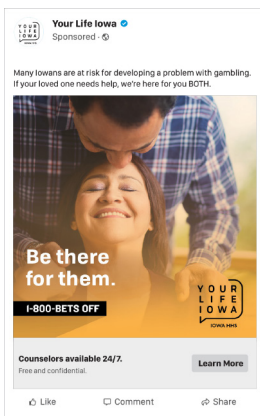
Stop. Listen. Understand. (A/B)



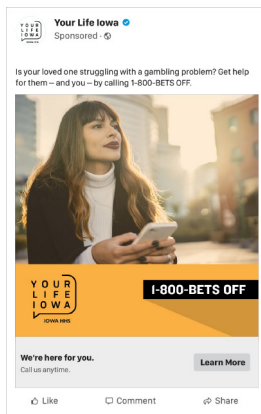
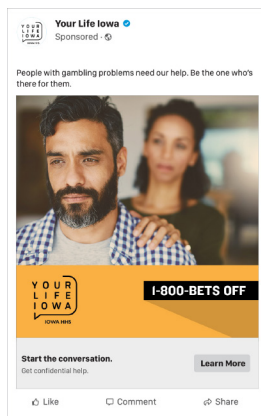
Free and Confidential Help. (A/B)



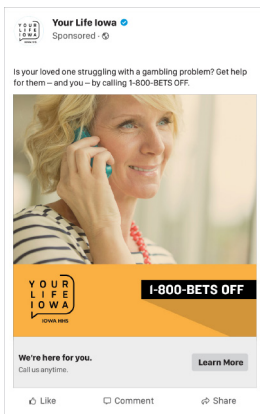
Be There for Them. (A/B)



Start the Conversation. (A/B)



We're Here for You. (A/B)



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