

CANCER & ALCOHOL / STRAIGHT FACTS

Iowa Department of Health and Human Services / Your Life Iowa

Campaign URL: yourlifeiowa.org/alcohol

BILLBOARDS

Poster: 10x22'

Bulletin: 14x48' Bulletin



BANNER ADS

(Static)

Standard: 300x50px / 300x250px / 320x50px / 728x90

Mobile: 300x50px / 300x250px / 320x50px



HOW TO GET FILES

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



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PRINT ADS

Quarter-page: 3.75x4.75"

TIME TO GIVE IT TO YOU STRAIGHT:
Drinking Any Amount of Alcohol Increases Your Cancer Risk

Alcohol is known to cause several types of cancer including colon, breast and liver cancer.

Learn how to lower your risk at
YourLifeIowa.org/alcohol

YOUR LIFE IOWA
Iowa HHS

Source: 2024 Cancer in Iowa Report
02/2025



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RADIO


:30

ENGLISH (Expires 2/7/28)



**Facts About Cancer & Alcohol –
Male – :30 Radio Spot English**

ENGLISH (No expiration)



**Facts About Cancer & Alcohol –
Female – :30 Radio Spot English**

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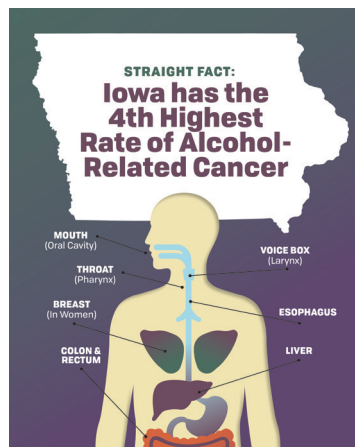
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SHAREABLE SOCIAL

Meta: 1440x1800px



PROMOTED SOCIAL

(Single image ads for social promotions)

Sizes: 1440x1800px / 1440x2560px / 1080x1920px



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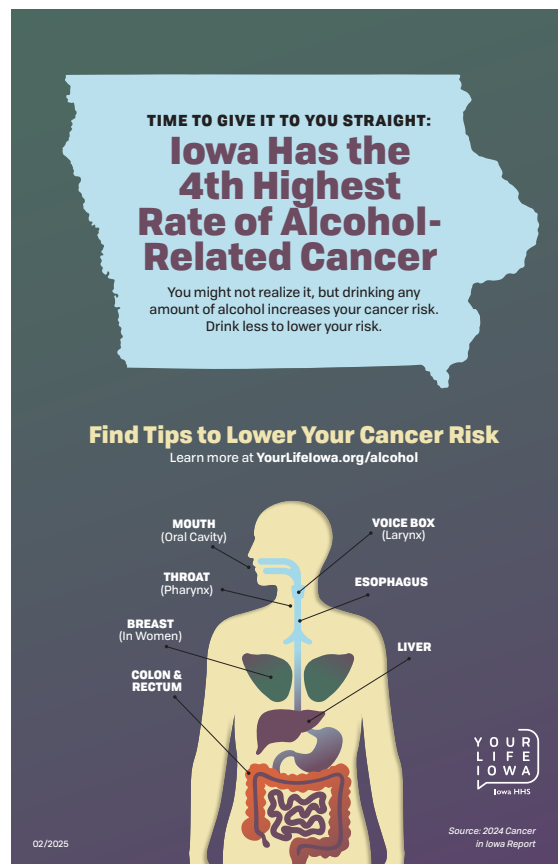
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POSTERS

Sizes: 8.5x11" / 11x17"



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