

# ALCOHOL / SAY “YES” TO DRINKING LESS

Iowa Department of Health and Human Services / Your Life Iowa

Campaign URL: [yourlifeiowa.org/alcohol](https://yourlifeiowa.org/alcohol)

## BILLBOARDS

Poster: 10x22'

Bulletin: 14x48'



### 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: 3.75 x4.75"

**Say, "Yes!"  
to Drinking  
Less Alcohol**

More than 2 alcoholic  
beverages a day for men and 1  
a day for women is too much.

**Ready to cut back?** Visit  
**YourLifeIowa.org/alcohol**

**YOUR  
LIFE  
IOWA**  
Iowa HHS

Source: Centers for  
Disease Control and  
Prevention, 2024  
02/2025



**You May Be  
Thinking,  
"I'm Not Drinking  
Too Much Alcohol!"**

Having 4 or more drinks for women  
or 5 or more for men in 2 hours is  
considered binge drinking.

**Ready to cut back?** Visit  
**YourLifeIowa.org/alcohol**

**YOUR  
LIFE  
IOWA**  
Iowa HHS

Source: Centers for Disease  
Control and Prevention, 2024  
02/2025



## RADIO

:30

ENGLISH (Expires 2/7/28)

**((A))**

**Say "Yes" to Drinking Less – Male –  
:30 Radio Spot English**

ENGLISH (No expiration)

**((A))**

**Say "Yes" to Drinking Less –  
Female – :30 Radio Spot English**

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## BANNER ADS

(Static)

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

Mobile: 300x50px / 300x250px / 320x50px



## SHAREABLE SOCIAL

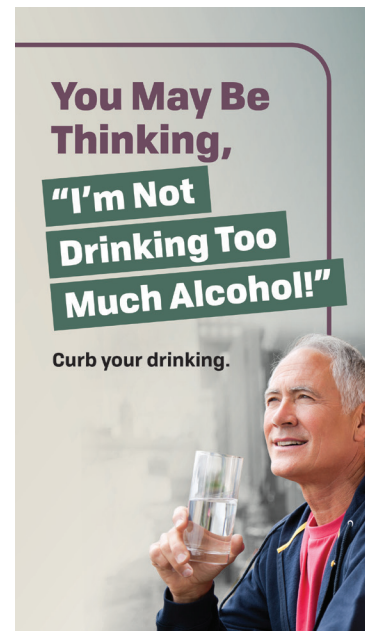
Meta: 1080x1080px



## PROMOTED SOCIAL

(Single image ads for social promotions)

Sizes: 1080x1080px / 1440x2560px / 1080x1920px



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## POSTERS

Sizes: 8.5x11" / 11x17"



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