

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 people around someone who might have a problem with gambling

RADIO

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

:30



TELEVISION/VIDEO

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

:15 / :30

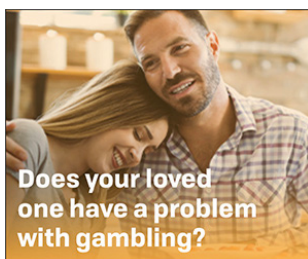


BANNER AD

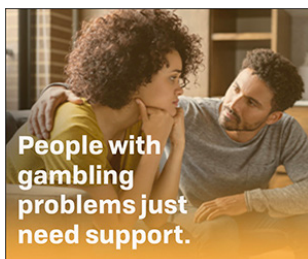
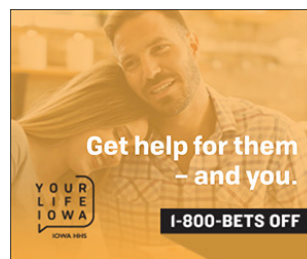
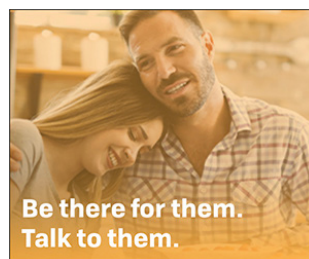
(Animated & Static)

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

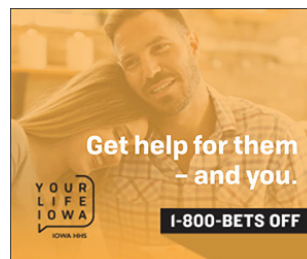
Mobile: 300x50px / 320x50px / 300x250px



Be There for Them



Learn How to Talk



HOW TO GET FILES

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



I-800-BETS OFF

HELP FOR THEM AND YOU

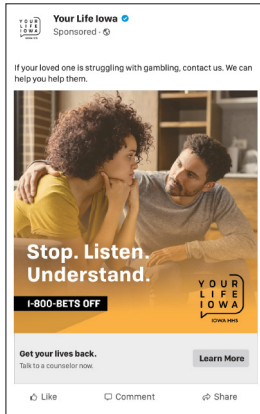
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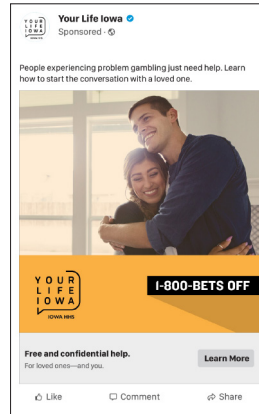
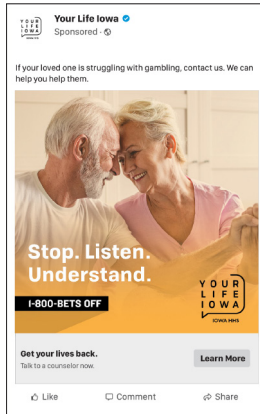
Target Audience: The people around someone who might have a problem with gambling

SOCIAL

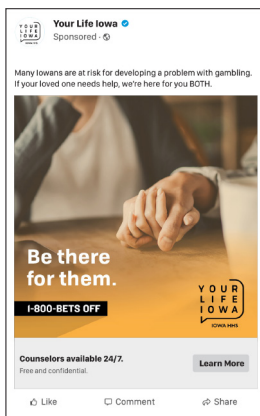
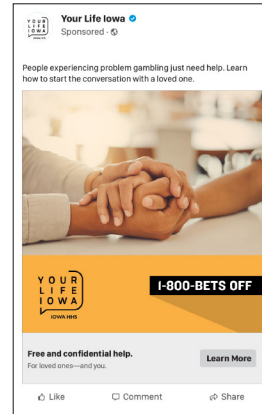
(For paid use on Facebook and Instagram)



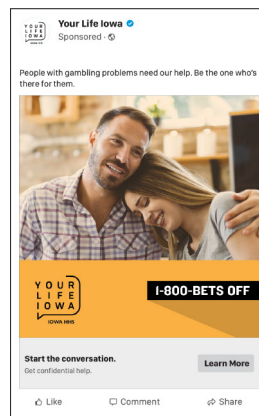
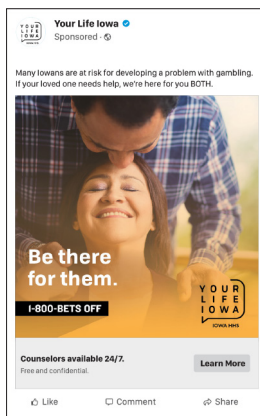
Stop. Listen. Understand. (A/B)



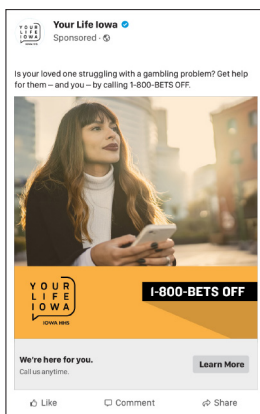
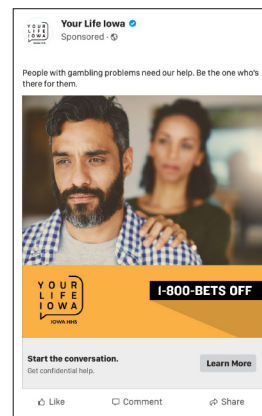
Free and Confidential Help. (A/B)



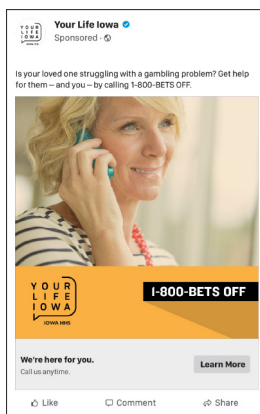
Be There for Them. (A/B)



Start the Conversation. (A/B)



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



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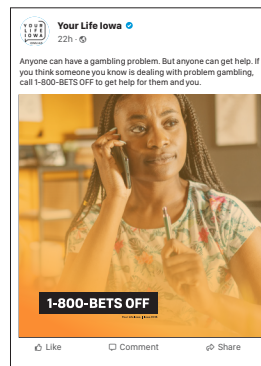
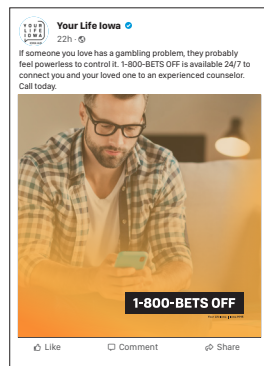
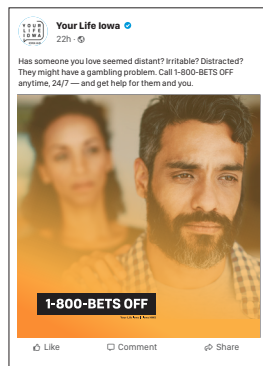
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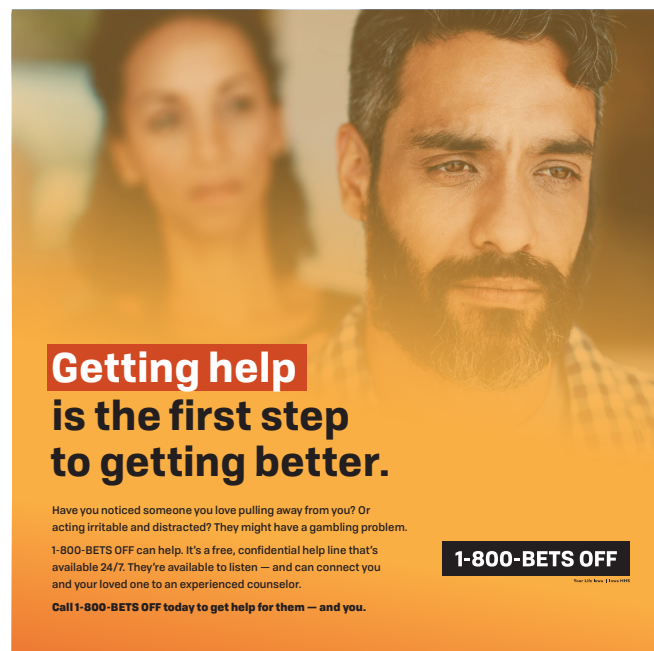
SOCIAL

(For organic use on Facebook and Instagram)

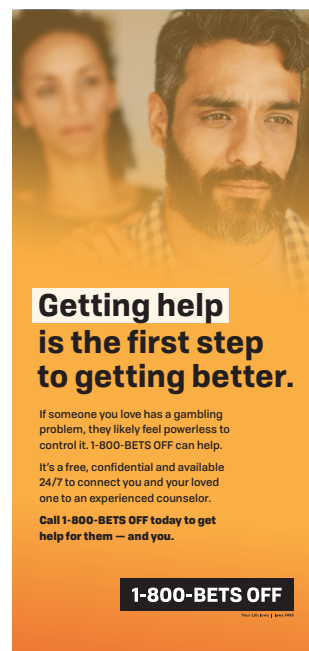


PRINT ADS

Half and Quarter Page Ads



10" x 10" Half Page Ad



4.75" x 10" Quarter Page Ad



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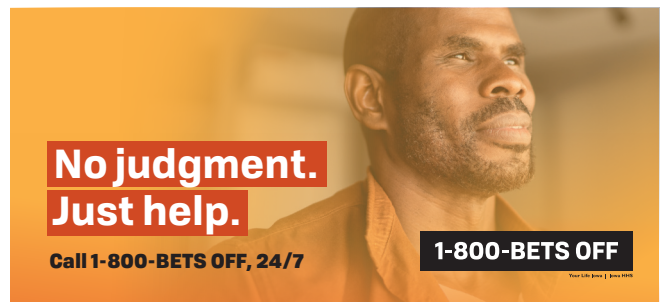
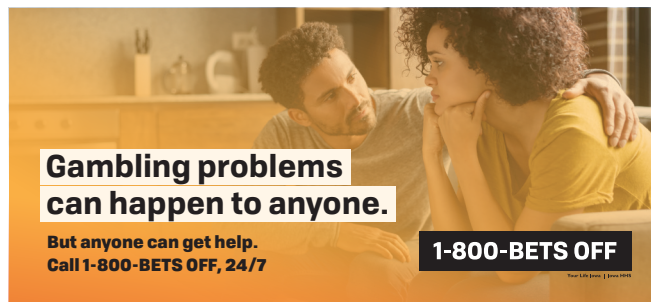
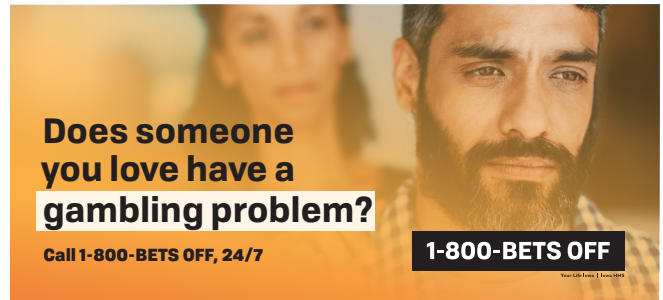
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BILLBOARDS

10x22 Static Poster Billboard



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