Project Roadblock PSAs

2026

Spot Name	Length	AD-ID (Adcouncil.org)	AD-ID (XR Extreme Reach)	Expiration	Language
Television PSAs					
TVB Rideshare (new creative)	**:15**	**CNRB0284000H**	**CNRB0285000H**	**11/10/2029**	**English**
TVB One Person (new creative)	**:06**	**CNRB0286000H**	**CNRB0287000H**	**11/10/2029**	**English**
TVB Lost in a Flash	:30	CNRB0278000H	CNRB0279000H	06/24/2030	Spanglish
TVB Lost in a Flash	:15	CNRB0282000H	CNRB0281000H	06/24/2030	Spanglish
TVB Your Life Sounds Great	:60	CNRB0260000H	CNRB0261000H	04/18/2029	English
TVB Your Life Sounds Great	:30	CNRB0264000H	CNRB0263000H	04/18/2029	English
TVB Your Life Sounds Great Fishing	:15	CNRB0266000H	CNRB0267000H	04/18/2029	English
TVB Metal	:10	CNRB0270000H	CNRB0269000H	04/18/2029	English

Sponsorable PSAs for Broadcast TV

Please note, you **must** complete a submission form to access the sponsorable assets. Once your application is approved, a link to download the spots will be emailed to you. **Sponsorable assets are not available via XR Extreme Reach.**

The final deadline for sponsorship form submission is December 16, 2026.

To learn more and complete a sponsorship form, please click here.

Spot Name	Length	AD-ID (Adcouncil.org)	Expiration	Language
Sponsorable PSAs				
TVB Rideshare – Sponsorable (new creative)	**:15**	**CNRB0288000H**	**11/10/2029**	**English**
TVB One Person – Sponsorable (new creative)	**:06**	**CNRB0290000H**	**11/10/2029**	**English**
TVB Lost in a Flash – Sponsorable	:30	CNRB0280000H	06/24/2030	Spanglish
TVB Lost in a Flash – Sponsorable	:15	CNRB0283000H	06/24/2030	Spanglish
TVB Your Life Sounds Great – Sponsorable	:60	CNRB0262000H	04/18/2029	English
TVB Your Life Sounds Great – Sponsorable	:30	CNRB0265000H	04/18/2029	English
TVB Your Life Sounds Great Fishing – Sponsorable	:15	CNRB0268000H	04/18/2029	English
TVB Metal – Sponsorable	:10	CNRB0271000H	04/18/2029	English