



Project Roadblock PSAs

2025



Spot Name	Length	AD-ID (Adcouncil.org)	AD-ID (Extreme Reach)	Expiration Date	Language
Television PSAs					
TVB Lost in a Flash (new creative)	:30	CNRB0278000H	CNRB0279000H	06/24/2030	Spanglish
TVB Lost in a Flash (new creative)	: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
TVB Catch a Ride	:30	CNRB0254000H	CNRB0256000H	10/20/2026	English
TVB Catch a Ride	:15	CNRB0255000H	CNRB0257000H	10/20/2026	English

Sponsorable PSAs for Broadcast TV

Please note, sponsorable assets are only available for download upon submission of the sponsorship application form.
To learn more and complete a sponsorship form, please click [here](#).

Spot Name	Length	AD-ID (Adcouncil.org)	AD-ID (Extreme Reach)	Expiration Date	Language
Sponsorable Television PSAs					
TVB Lost in a Flash – Sponsorable (new creative)	:30	CNRB0280000H	Not Available via Extreme Reach	06/24/2030	Spanglish
TVB Lost in a Flash – Sponsorable (new creative)	: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
TVB Catch a Ride - Sponsorable	:30	CNRB0258000H		10/20/2026	English
TVB Catch a Ride - Sponsorable	:15	CNRB0259000H		10/20/2026	English

NEW OPPORTUNITY FOR MEDIA

PSAs for Online Streaming only

For the first time, we're offering mp4s of our broadcast PSAs to use in streaming opportunities. Click [here](#) to download tags in support of Project Roadblock online video creative. Please note: In order to run Ad Council's tags, you will need access to an ad server, such as DoubleClick for Publishers. We are unable to provide direct access to digital creative assets at this time.

Spot Name	Length	AD-ID (Adcouncil.org)	AD-ID (Extreme Reach)	Expiration Date	Language
Sponsorable Television PSAs					
TVB Lost in a Flash (new)	:30	CNRB0278000	Not Available via Extreme Reach	06/24/2030	Spanglish
TVB Lost in a Flash (new)	:15	CNRB0282000		06/24/2030	Spanglish
TVB Your Life Sounds Great	:60	CNRB0260000		04/18/2029	English
TVB Your Life Sounds Great	:30	CNRB0264000		04/18/2029	English
TVB Your Life Sounds Great Fishing	:15	CNRB0266000		04/18/2029	English
TVB Metal	:10	CNRB0270000		04/18/2029	English
TVB Catch a Ride	:30	CNRB0254000		10/20/2026	English
TVB Catch a Ride	:15	CNRB0255000		10/20/2026	English