



## How to Access Ad Council's PSA Library

The former PSACentral site has now been merged into the main Adcouncil.org website. Ad Council PSAs can now be found [here](#). The Our Work section of our site provides Media Directors, Sponsors and Educators an opportunity to learn more about our current campaigns and download broadcast quality and print-ready PSA materials.

### Adcouncil.org Features Include:

- TV, Radio, Online Digital, Live Announcer Copy, Print & Out of Home assets available - including broadcast quality HD TV spots
- Enhanced search functionality, including faceted search with filter options
- Download Center with options to download PSAs, share PSAs, or request Digital PSAs

### How to Get Our PSAs:

From the Adcouncil.org homepage, go to “Our Work” at the top of the page. A drop-down will give you these options – **All Campaigns, Download Center, Find Assets, FAQs and Sign Up for Assets.**

- [All Campaigns](#) allows you to browse current Ad Council campaigns and preview our PSAs by campaign on each respective campaign page. When you are on the individual campaign page, you can visit the campaign website and scroll down to view/download assets.
- [Download Center](#) is where you can find all the assets you’ve selected to download, share or request as one group instead of individually.
- [Find Assets](#) allows you to browse and preview our PSAs by using our newly enhanced search functionality, including filter options by Media Type, Release Date and many more. You can also find a shortcut to this section with the “Find Assets” button on the top right-hand corner of every page.
- [FAQs](#) brings you to answers for the most frequently asked questions about the new site.
- [Sign Up for Assets](#) allows new users to sign up and be able to download/request all of our available assets. Returning User? Once you find the PSAs that you are interested in and you are ready to download assets, you will be required to [sign in](#) using your existing username and password.

Once you access these files, you can use them for educational purposes or in donated media space and time. We would appreciate your help in encouraging media stations or websites to donate space for these ads. To help you with that process, we have some support materials available in the [Media Planning section](#).

Please note the expiration date for all our PSAs. It is important that our PSAs are not used past these expiration dates. For more information on how to use our new site, please see the [FAQ](#) page.