



End Family Fire Campaign Expiration Dates

TV		
Asset Name	Length	Expiration Date
Service Never Stops - Gary	60	In Perpetuity
Service Never Stops - Teresa	15	In Perpetuity
Service Never Stops - Teresa	30	In Perpetuity
Service Never Stops - Chris	30	In Perpetuity
No Extra Life	15, 30, 60	9/15/2022
Safe Storage Saves Lives	30	6/1/2025
Safe Storage Saves Lives_v1	15	6/1/2025
Safe Storage Saves Lives_v2	15	6/1/2025
Now More Than Ever	30	4/23/2022
Kids Find Anything	15, 30, 60	In Perpetuity
You Told Me	30	In Perpetuity
Justin	15, 30, 60	8/6/2022

Radio		
Asset Name	Length	Expiration Date
Service Never Stops - Teresa	30	In Perpetuity
Service Never Stops - ChrisA	30	In Perpetuity
Service Never Stops - ChrisB	30	In Perpetuity
No Extra Life_Dad	30	9/15/2022
No Extra Life_Emily	30	9/15/2022
No Extra Life_Joyce	30	9/15/2022
No Extra Life_Normal Life	60	9/15/2022
No Extra Life_63 People	15	9/15/2022
Gun Fight	15, 30	4/27/2022
Curiosity	15, 30, 60	4/27/2022

Print		
Asset Name	Sizes	Expiration Date
Bullets	4.625x10, 5.6875x10.5, 7x10, 7.875x10.5, 11.5x10.5, 11.5x21	In Perpetuity
Garage Shelves - One Thing	7x10	In Perpetuity
Garage Shelves	11.5x10.5, 11.5x21	In Perpetuity



Out-of-Home		
Asset Name	Sizes	Expiration Date
Service Never Stops	Bulletin, Bus Shelter, Poster	In Perpetuity
Store Guns Safely	Bus Shelter, Poster	In Perpetuity
63	Bus Shelter, Poster	In Perpetuity
Bullets	Bus Shelter	In Perpetuity

Digital / Social Videos		
Asset Name	Length	Expiration Date
Service Never Stops - Pearce	15, 30	In Perpetuity
Locked Unloaded Away - Tommy	10	9/23/2022
Locked Unloaded Away - Shay	10	9/23/2022
Locked Unloaded Away - Combo	10	9/23/2022
Call to Store - Tommy	15, 30	9/23/2022
Call to Store - Shay	15, 30	9/23/2022
Call to Store - Charles	15, 30	9/23/2022
Service Never Stops Anthem	64	9/23/2022
Now More Than Ever	30	4/23/2022
Justin	15, 30, 60	8/6/2022

Digital Banners		
Asset Name	Sizes	Expiration Date
Service Never Stops	160x600, 300x250, 300x50, 300x600, 320x50, 728x90	In Perpetuity
Store Guns Safely	160x600, 300x250, 300x50, 300x600, 320x50, 728x90	In Perpetuity
Bullets	160x600, 300x250, 300x50, 300x600, 320x50, 728x90	In Perpetuity
Safe Storage	320x50	In Perpetuity
One Thing	728x90	In Perpetuity
Garage Shelves - One Thing	300x250, 300x600	In Perpetuity

Digital/Social Stills & Carousels		
Asset Name	Sizes	Expiration Date
Store Guns Securely	1x1, 4x5, 9x16	In Perpetuity
Is Every Gun Locked	1x1, 4x5, 9x16	In Perpetuity
68%	1x1, 4x5	In Perpetuity
75 Carousel	1x1	In Perpetuity
300 Carousel	1x1	In Perpetuity
Store Your Guns Securely Carousel	1x1	In Perpetuity