



End Family Fire Campaign Expiration Dates

Video		
Asset Name	Length	Expiration Date
Service Never Stops - Gary	60	In Perpetuity
Service Never Stops - Teresa	15, 30	In Perpetuity
Service Never Stops - Chris	30	In Perpetuity
Service Never Stops - Pearce	15, 30	In Perpetuity
Store Guns Securely – Tommy	30	9/27/2023
Store Guns Securely – Shay	30	9/27/2023
Store Guns Securely - Charles	15	9/27/2023
Service Never Stops - Tommy	10, 15, 30	9/27/2023
Service Never Stops - Shay	10, 15, 30	9/27/2023
Service Never Stops - Charles	10, 15, 30	9/27/2023
Service Never Stops – Anthem	60	9/27/2023
No Extra Life	15, 30, 60	9/15/2023
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
Kids Find Anything	15, 30, 60	In Perpetuity
You Told Me	30	In Perpetuity
Justin	15, 30, 60	8/7/2023
Safe Stories	60	7/11/2024
Safe Stories - Tom	30	7/11/2024
Safe Stories - Reba	30	7/11/2024

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
Emily 67	30	7/18/2024
Normal Day 67	60	7/18/2024
Safe Stories - Tom	30	In Perpetuity
Safe Stories - Reba	30	In Perpetuity



Print		
Asset Name	Sizes	Expiration Date
Bullets - 67	4.625x10, 5.6875x10.5, 7x10, 7.875x10.5, 11.5x10.5, 11.5x21	In Perpetuity
Bedroom Top Drawer	7x4.875	In Perpetuity
Boy Back Reaching	7x10	In Perpetuity
Mom's Purse	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
Safe Stories	Bus Shelter	In Perpetuity

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
Safe Stories	160x600, 300x250, 728x90, 320x50, 300x50	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