

HOW TO ACCESS THE PSAS

Where can I access broadcast quality materials to share with my local media?

PSA Central: PSA Central is the Ad Council's digital ad delivery platform that provides instant access to all current Ad Council PSAs across all media types, including HD TV. PSA Central allows individuals to download single PSAs or download a bundle of PSAs to use in donated media space or for educational purposes.

What materials can I access?

On PSA Central, the following broadcast materials can be found and/or downloaded:

- TV: Varying length TV spots including :60 and :30 second formats - including broadcast quality HD + SD TV spots
- Online/Mobile Banners: 728x90, 300x600, 300x250, 160x600
- Print & Out Of Home Ads: in various sizes

PSA Central offers:

- Enhanced search functionality, including filtered search to help you quickly and easily find the format and file type you need
- "Shopping cart" feature with options to download PSAs from cart, email PSAs from cart, or save PSAs to your FTP server so you can easily share PSAs with local media

How can I access?

To access and/or download the Save The Food PSAs, please visit the Ad Council's PSA Central website via the link below. You will be brought to the PSA Central website where you will be asked to create an account in order to download high resolution, broadcast quality and print-ready files free of charge.

PSA Central link: https://www.psacentral.org/campaign/Reducing_Food_Waste

Once you access these files, you can use them for educational purposes or in donated media space and time. Note that we would appreciate your help in encouraging media stations and/or websites to donate space for these ads. To help you with that process, we have some support materials, including a document with media tips and tactics and a sample letter to PSA Directors, available also within the Save The Food toolkit website.

Where can I access materials for use on the internet or in PowerPoint presentations?

Visit the "Campaign PSAs" section of the digital Save The Food campaign toolkit for embeddable links and files of the Save The Food PSAs.