



# Digital Media / Expiration Date Form

Initial Year     Renewal

(To be completed by Ad Council)

Campaign: Suicide Prevention

Launch Date: \_\_\_\_\_

Sponsor: AFSP/ED Foundation

Job#: \_\_\_\_\_

Agency Name : NOTE: assets were developed in house  
(no abbreviations, please)

Agency Talent Dept. Contact: \_\_\_\_\_  
(name and contact info)

(To be completed by Ad Council)

| Ad Name                        | Dimension       | Duration of Use | Date Produced | Ad ID | Expiration Date |
|--------------------------------|-----------------|-----------------|---------------|-------|-----------------|
| adc_sui_STA_300x250 (animated) | 300X250         |                 |               |       | 1/11/20         |
| adc_sui_STA_300x250 (static)   | 300X250         |                 |               |       | 1/11/20         |
| adc_sui_STA_320x50 (animated)  | 320x50 (mobile) |                 |               |       | 1/11/20         |
| adc_sui_STA_728x90 (static)    | 728x90          |                 |               |       | 1/11/20         |
|                                |                 |                 |               |       |                 |
|                                |                 |                 |               |       |                 |
|                                |                 |                 |               |       |                 |
|                                |                 |                 |               |       |                 |
|                                |                 |                 |               |       |                 |

Ad Council Signature

*Campania Director*  
(title)

*Harman Dietz*  
(signature)

*Harman Dietz*  
(print name)

*1/11/18*  
(date)

Volunteer Agency Signature

(title)

(signature)

(print name)

(date)

Ad Type (check one):  
 Web Banner  
 Mobile Banner  
 Text  
 Other (please describe): \_\_\_\_\_

Is there union talent in the ad?  
 Yes     No

DIGITAL MEDIA includes the following image type(s):

- Royalty Free License
- Rights Managed License
- Original
- Other
- Expiration Date (if any): \_\_\_\_\_

Image Comments: \_\_\_\_\_

Music Type (check one):

- Licensed     Expiration Date (if any): \_\_\_\_\_
- Stock
- Original     Other

Music Comments: \_\_\_\_\_