



## **How to Access PSA Central**

To access Ad Council PSAs, please click on the PSA Central link below. You will be brought to the Ad Council's PSA Central website where you can create an account and download high resolution, broadcast quality files free of charge.

[www.psacentral.org](http://www.psacentral.org)

The website PSA Central is a service of the Ad Council. PSA Central provides Media Directors with broadcast quality and print-ready PSA materials. To download our PSAs on PSA Central, you will be required to create a new username and password. You can browse and preview our PSAs by using our newly enhanced search functionality, including faceted search with new filter options. You can search by "Campaign", "Asset" and/or "Media Type." You can also use the advanced search or keyword search for more options. Once you find the PSAs you are interested in and you are ready to download you will be required to sign in using your username and password.

### **PSA Central Features Include:**

- TV, Radio, Online/Mobile, Print & Out of Home formats available - including broadcast quality HD + SD TV spots (as applicable)
- Enhanced search functionality, including faceted search with new filter options
- Cart feature with options to download PSAs from cart, email PSAs from cart, or save PSAs to your FTP server

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 Outreach section. Please note: expired PSAs are NOT available for broadcast.

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

Visit our "Campaign PSAs" section for embeddable links to our Suicide Prevention PSAs.