

## RAB PARTNERSHIP GUIDELINES

Please review [this document](#) for approved vendor categories.

### PSA AUDIO TAGS :

- You can create a tag that is in support of the initiative so long as it does not create an ambiguity that can be interpreted as being tied to your business objective.
- The tag must not be of any commercial purpose or promotion.
- Final spots must be submitted for Ad Council records and archives.
- Tags should only feature the advertiser brand. You may not use Ad Council or Huntsman Mental Health Institute.

### Pre-Approved Audio Tags:

#### **5-SECOND OPTIONS:**

- *"This message is brought to you by (insert brand)"*
- *"Brought to you by (insert brand)"*
- *"This message is paid for by (insert brand)"*
- *"This message is supported by (insert brand)"*
- *"This message of mental health well-being is supported by (insert brand)"*
- *"This message of mental health well-being is supported by your local (insert brand)"*
- *"Your local (insert brand) supports this message of mental health well-being."*
- *(insert brand) knows that we all need help sometimes. And it's important to reach out when you need it.*
- *Support for this message is provided by (brand) Love, your mind.*

#### **10-SECOND OPTIONS:**

- *Your local (insert brand) supports this message and wants you to know that if you're going through a tough time, there are resources available that can help.*
- *(insert brand) supports this message because they know that taking care of yourself helps take care of everyone.*
- *(insert brand) knows your mental health is important, that's why they support this message and all (insert market)*
- *This message is supported by (brand). We know that when you take care of your mental health, you never know how far you'll go.*
- *Your mental health is important, (insert market) That's why (brand) supports this message and your own mental health journey.*

You must submit the final spot for Ad Council to archive/keep for their records once recorded.

The brand name may not be associated with Ad Council and/or Huntsman Mental Health Institute within the recorded tag.

**Audio Tags Requiring Approval (3-5 day turnaround – Audio Milkshake review 2 days, AC/HMHI 3 days):**

**The following are examples of custom tags that are likely to be approved:**

**5-SECOND OPTIONS:**

- *This message is brought to you by (insert brand). (insert brand) part of the [local market name] community for [X] years.*
- *(brand) supports this message. Taking care of your mental health is what makes (market) strong.*
- *(brand) supports this message because mental health isn't a one-person job.*
- *(brand) is looking out for you [local market name]! And supports this message of mental health.*

**10-SECOND OPTIONS:**

- *This message of mental wellbeing is supported by (insert brand). (insert brand) committed to helping [local market] achieve their healthiest and best lives.*
- *(brand) knows that your mental health is important. Taking care of yourself is how we take care of our (market) community.*
- *This message of mental health care is supported by (brand). Take a moment, take a breath, and let's go further (insert market).*
- *Even in a city like (insert location) with (insert city population), (insert brand) knows that you can sometimes feel alone. We proudly support this message of mental health and encourage you to take care of yourself.*

Find more examples [here](#).

**The following are examples of custom tags that are NOT LIKELY to be approved:**

- *"This message of wellbeing is supported by your local Gold's Gym of New York. Reminding you that it's Important to take care of yourself - mind and **body.**"*
- *"This message of mental health awareness is supported by your local Starbucks. Starbucks is committed to helping members of our local community find resources **and programs to live their best**"*

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### **LIVE ANNOUNCER DJ COPY** (REQUIRES 3 DAY APPROVAL)

Please see approved Live Announcer DJ copy and Talking points [here](#)

**Anything outside the approved copy must be submitted for approval. Ad Council will review the proposed copy but does not need to approve the final recorded "read."**

### **APPROVED LINERS COPY**

#### **10-SECOND OPTIONS:**

- *Taking care of yourself is important. Huntsman Mental Health Institute and the Ad Council can help with resources at [LoveYourMindToday.org](https://LoveYourMindToday.org). This message supported by (insert brand)*
- *Feeling overwhelmed? Huntsman Mental Health Institute and the Ad Council can help with resources at [LoveYourMindToday.org](https://LoveYourMindToday.org). This message supported by (insert brand)*
- *Take a moment for your mental health. Huntsman Mental Health Institute and the Ad Council have resources at [LoveYourMindToday.org](https://LoveYourMindToday.org). This message supported by (insert brand)*
- *Looking for mental health resources? Check out [LoveYourMindToday.org](https://LoveYourMindToday.org), brought to you by Huntsman Mental Health Institute and the Ad Council. With additional support from (insert brand)*
- *Everyone struggles with mental health now and then. Huntsman Mental Health Institute and the Ad Council have resources to help you get through tough times at [LoveYourMindToday.org](https://LoveYourMindToday.org). This message supported by (insert brand)*
- *Love your mind, (location). Huntsman Mental Health Institute and the Ad Council have resources at [LoveYourMindToday.org](https://LoveYourMindToday.org). This message supported by (insert brand)*

#### **15-SECOND OPTIONS:**

- *Want to go further? Think about your mental health. Huntsman Mental Health Institute and the Ad Council have resources for you at [LoveYourMindToday.org](https://LoveYourMindToday.org). When you're healthy, you never know how far you can go. This message paid for by (insert brand)*
- *Taking care of our community means taking care of everyone's mental health. Huntsman Mental Health Institute and the Ad Council are here to help. Find out more at [LoveYourMindToday.org](https://LoveYourMindToday.org). This message supported by (insert brand)*





- *There's a lot going on out there, that's why it's especially important to think about your mental health. Huntsman Mental Health Institute and the Ad Council, have resources for you at [LoveYourMindToday.org](https://www.loveyourmindtoday.org). This message paid for by (insert brand)*
- *Feeling overwhelmed? You're not alone. Huntsman Mental Health Institute, the Ad Council have resources for you at [LoveYourMindToday.org](https://www.loveyourmindtoday.org). Because your mental health is important. This message paid for by (insert brand)*
- *Hey. It's me, your mind, reminding you there's never a bad time to check out your mental health. Huntsman Mental Health Institute and the Ad Council have resources for us at [LoveYourMindToday.org](https://www.loveyourmindtoday.org). This message paid for by (insert brand).*

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**Spanish Language versions of Tags, Live Announcer and Liners copy can be found [HERE](#)**

**DIGITAL BANNERS (REQUIRE 3 DAY AC APPROVAL)**

You may co-brand Love, Your Mind digital banners following these [campaign guidelines](#).

