



April 8, 2021

Dear Traffic Manager:

The Ad Council has sent you **High Blood Pressure Control** PSAs digitally via **Extreme Reach**.

Manage Your BP

Hypertension Awareness Month is in May, so run these important High Blood Pressure Control PSAs to encourage adults, who have stopped following their HBP treatment plan, to restart it or talk with their doctor about creating one that works better for them. The PSAs highlight the importance of managing your blood pressure numbers, and how lowering blood pressure numbers can save someone from a heart attack or stroke.

[Log in](#) to approve and download this important campaign message and show your support by running these PSAs in donated media space. **Thank you.**

**The Ad Council
High Blood Pressure Control**

Spot Name	Length	AD-ID	Expiration Date	Language	Target Audience
Manage Your Numbers	:60	CNHB0217000	8/22/2021	English	All Audiences
Manage Your Numbers	:30	CNHB0218000	8/22/2021	English	All Audiences
Manage Your Numbers	:15	CNHB0219000	8/22/2021	English	All Audiences
HBP Numbers-Spanish	:60	CNHB0097000	10/18/2021	Spanish	Hispanic Audiences
HBP Numbers-Spanish	:30	CNHB0098000	10/18/2021	Spanish	Hispanic Audiences
HBP Numbers-Spanish	:15	CNHB0099000	10/18/2021	Spanish	Hispanic Audiences

PLEASE NOTE: The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contracts and the agreement with the talent, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may subject the sponsor, agency, and possibly your organization and its principals to additional talent fees, penalties and damages; as well as legal action regarding claims of right by the relevant talent. All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. PSAs may only be placed in donated media, and may not be used in any manner that would imply an association with any commercial enterprise. You cannot, for example, exhibit the PSA with corporate logos appearing in conjunction with it. No cropping, editing or modifications are permissible.