



GUIDE TO ADVERTISING AND OUTREACH

ADVERTISING AND OUTREACH

Advertising for *Pause Before You Play* is the paid, public promotion of problem gambling prevention messages utilizing the *Pause Before You Play* campaign and your organization's brand. Advertisements, whether print or digital, appear in paid media outlets. Outreach is a form of advertising that involves your organization's staff participating in events, distributing printed materials, and other hands on efforts.

WHY SHOULD YOU START ADVERTISING USING PAUSE BEFORE YOU PLAY?

Advertising allows you to intentionally reach specific audiences, increase visibility during high-risk times (such as major sporting events), and drive traffic to resources or landing pages. They differ from organic posts, which circulate once and rely on existing audiences (or followers) for viewership.

#1: DEFINE YOUR AUDIENCE

Advertisements extend your organization's reach beyond existing followers and allow you to target specific audiences based on demographics, location, interests, and behaviors, making them effective for reaching individuals at higher risk for gambling-related harms. See [Campaign Advertising and Outreach Overview](#) for information about different audiences.

#2: KNOW YOUR BUDGET

There are a multitude of different advertising options available, from large-budget to small. Depending on your budget, you can determine how frequent your advertisements will be circulated throughout various platforms and locations of your choosing. Looking for more guidance? See [Working With Different Budgets](#).

#3: SET YOUR STRATEGY

Once your audience and budget are defined, think about how you plan to reach members in your audience. *Pause Before You Play* offers customizable toolkits that include various forms of advertisements (display ads, videos, radio spots, etc.) with messaging that targets specific audiences to help spread problem gambling prevention messages.



TOOLKITS

HOW TO USE THE TOOLKITS

Each toolkit focuses on a unique target audience. It includes advertisements and outreach material. For broader audiences, use the “General Community” toolkit.

- 1. **Choose the toolkit** that best represents your audience. For example, if you are targeting individuals at high-risk from sports betting, select our [Sports Betting Toolkit](#). If you are targeting an audience that doesn’t have a toolkit, we recommend exploring each toolkit to find advertisements that may be suitable to your needs.
- 2. **Select the type of advertisement** that fits into your goals and budget. For example, community organizations targeting responsible sports betting may choose to circulate Digital Awareness ads on the X platform.

PLEASE NOTE:
Advertisements and outreach material can be customized for your organization. Email info@pausebeforeyouplay.org to request custom assets.

SPORTS BETTING TOOLKIT EXAMPLE

Informative resources that can be distributed in mental health clinics, universities, gambling venues, and on websites to spread hyper-focused information throughout areas that high-risk audience members may frequent.

Can be placed throughout public transportation, gambling venues, workplace spaces, treatment centers, and more.

Can be placed throughout fixed locations, including hospital waiting rooms, libraries, universities, casinos, and more.

Can be circulated through fixed public areas like highways, transportation stations, sports arenas, or mobile spots like buses.

EDUCATIONAL HANDOUTS AND PRESENTATIONS

Banner Stand 1
33x81"
2024
DOWNLOAD PDF (2MB)

Banner Stand 2
33x81"
2024
DOWNLOAD PDF (72KB)

Wallet Card
2.13x3.38"
2024
DOWNLOAD PDF (367KB)

PRINT ADS

Print Ad 1
8.5x11"
2023
DOWNLOAD PDF (756KB)

Print Ad 2
8.5x11"
2023
DOWNLOAD PDF (369KB)

Print Ad 3
8.5x11"
2023
DOWNLOAD PDF (663KB)

POSTERS

Poster 1
11x17"
2023
DOWNLOAD PDF (1MB)

Poster 2
11x17"
2023
DOWNLOAD PDF (1MB)

Poster 3
11x17"
2023
DOWNLOAD PDF (732KB)

BILLBOARDS

Billboard 1
1400x400px
2023
DOWNLOAD ZIP (2MB)

Billboard 2
1400x400px
2023
DOWNLOAD ZIP (2MB)

Billboard 3
1400x400px
2023
DOWNLOAD ZIP (422KB)

DIGITAL AWARENESS

Digital Ad 160x600
160x600px
2023
DOWNLOAD ZIP (315KB)

Digital Ad 320x250
320x250px
2023
DOWNLOAD ZIP (400KB)

Digital Ad 728x90
728x90px
2023
DOWNLOAD ZIP (197KB)

RADIO SPOTS

Just Chilling Radio Spot 1
15 sec. radio spot
2025
DOWNLOAD MP3 (590KB)

Just Chilling Radio Spot 2
30 sec. radio spot
2025
DOWNLOAD MP3 (1MB)

VIDEO

Ice Bath PSA 15sec
15sec PSA
2025
DOWNLOAD

Ice Bath PSA 30sec
30sec PSA
2025
DOWNLOAD

Ice Bath Vertical PSA 15sec
15sec PSA
2025
DOWNLOAD MP4 (6MB)

Can be circulated on social media, websites, search engines, streaming platforms, and out-of-home digital screens in high-traffic public areas like gas stations.

Can be circulated on radio and podcast streaming platforms.

Can be circulated on social media, streaming platforms, and high-traffic public areas with digital screens like doctor’s offices.

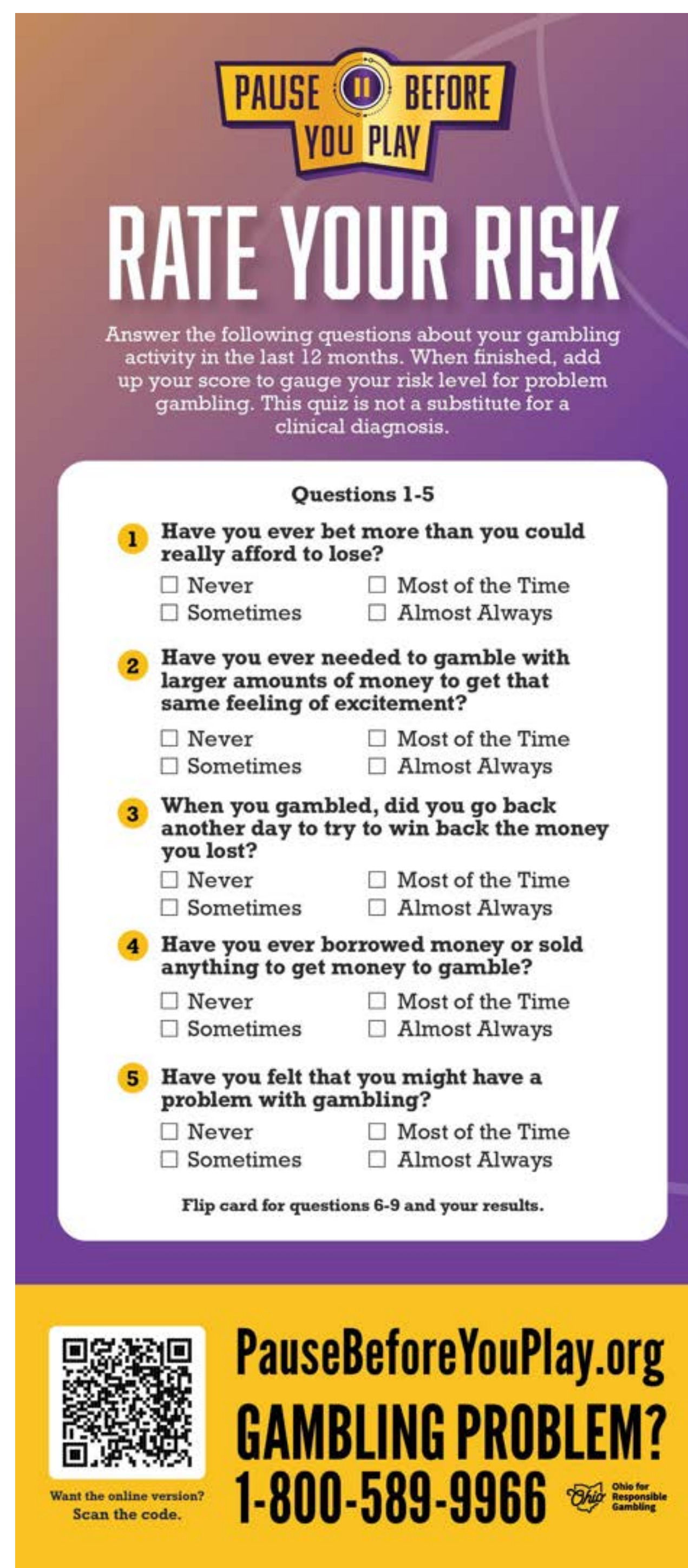


ADVERTISEMENTS: HOW DO I KNOW WHICH TO USE?

Depending on the platform, advertisements have a set of rules for what sizes and formats you can use. See the [Best Practices](#) guide to learn more.



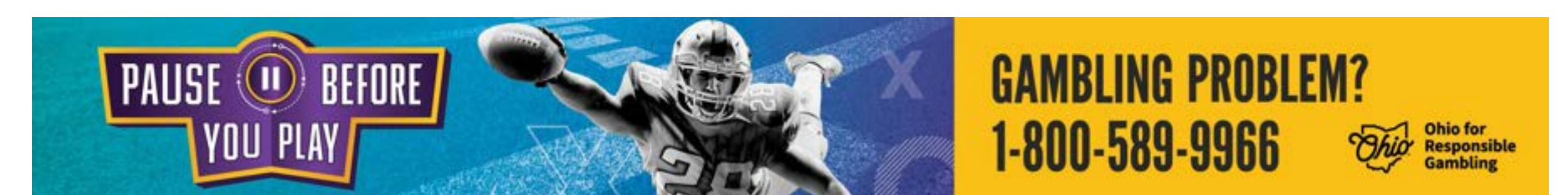
Print Ad



Quiz Card



Digital Ad - 320 x 50 px



Digital Ad - 728 x 90 px



Digital Ad - 728 x 90 px



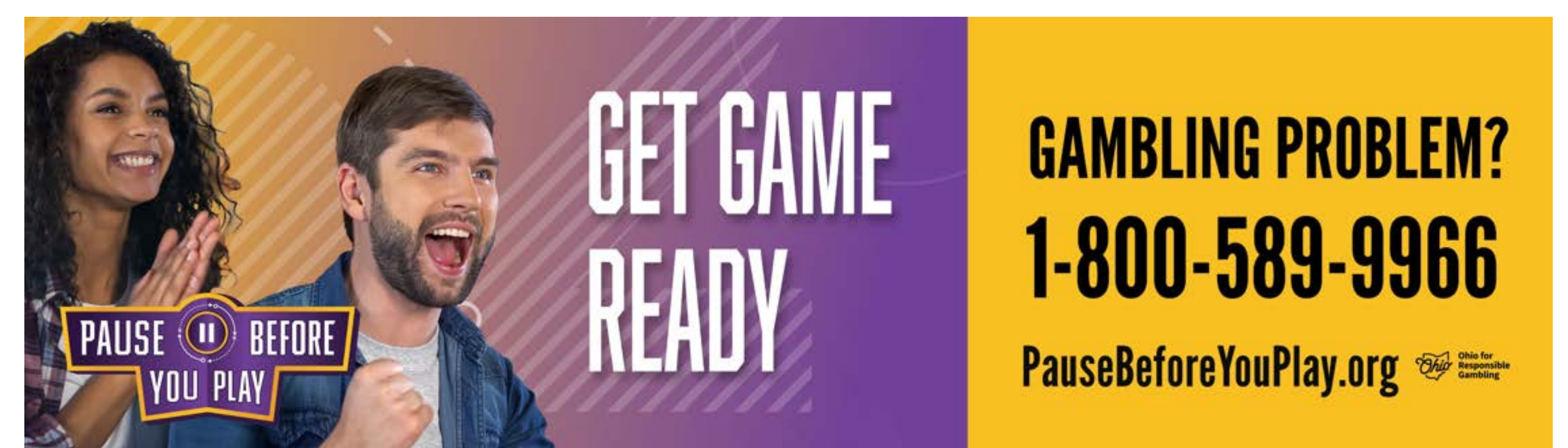
Digital Ad - 300 x 250 px



Wallet Card



Billboard 1



Billboard 2

All advertisements follow rules to ensure they are being placed/displayed correctly.

Pause Before You Play toolkit ads are pre-formatted in sizes and formats that are standard for most publications and digital platforms. If you need a size that is different from the ones offered on the toolkits, contact info@pausebeforeyouplay.org to get customized advertisements.



HOW TO INCORPORATE PAUSE BEFORE YOU PLAY INTO NEWSLETTERS, E-BLASTS, AND MORE

Many organizations send e-blasts, newsletters, and other publications for their clients and stakeholders. Incorporating *Pause Before You Play* into those publications can be an easy way to spread problem gambling prevention messages. *Pause Before You Play* can be incorporated into pre-existing communications like:

- Monthly email updates.
- Organizational newsletters.
- E-blasts.
- Automated emails.
- Website blogs or updates.

CREATE A PAUSE BEFORE YOU PLAY SECTION IN YOUR E-BLASTS

Campaign text can be added as a regular section in an e-blast or digital newsletter that your organization sends out. Messages from the campaign's social media posts can be repurposed for inclusion in an e-blast or newsletter. Example headlines include:

- "Responsible Play Tips From Pause Before You Play"
- "A Message from Pause Before You Play"
- "Learn the Gambling Facts from Pause Before You Play"

PLACE PAUSE BEFORE YOU PLAY ADVERTISEMENTS IN YOUR NEWSLETTER OR COMMUNITY NEWSPAPER

Campaign advertisements can also be placed in digital or printed newsletters, free community newspapers, or e-blasts. Campaign ads have been pre-sized in common dimensions and are downloadable in a variety of formats. Add them to your monthly newsletter to raise awareness and direct your audiences toward responsible play resources.

ADD THE HELPLINE NUMBER AND PAUSE BEFORE YOU PLAY TO YOUR WEBSITE

Including language directing people to the Ohio Problem Gambling Helpline and the *Pause Before You Play* website is a quick, easy way to increase access to resources.