

TV Asset Name	Length	Expiration Date	Talent Managed By:
If Your Lungs Could Talk - Run	:30	1/15/2026	Hill Holliday
If Your Lungs Could Talk - Run	:15	1/15/2026	Hill Holliday
If Your Lungs Could Talk - Run	:10	1/15/2026	Hill Holliday
If Your Lungs Could Talk - Stairs	:30	1/15/2026	Hill Holliday
If Your Lungs Could Talk - Stairs	:15	1/15/2026	Hill Holliday
If Your Lungs Could Talk - Stairs	:10	1/15/2026	Hill Holliday
A Hope Story	:30	5/9/2025	Hill Holliday
A Hope Story	:60	5/9/2025	Hill Holliday
Saved By The Scan (English)	:30	7/31/2025	Hill Holliday
Saved By The Scan (English)	:15	7/31/2025	Hill Holliday
Saved By The Scan Behind The Scenes (English)	3:15	7/31/2025	Hill Holliday
Saved By The Scan (English)	:06	7/31/2025	Hill Holliday
Saved By The Scan (Spanish)	:30	7/31/2025	Hill Holliday
Saved By The Scan (Spanish)	:15	7/31/2025	Hill Holliday
Saved By The Scan (Spanish)	:06	7/31/2025	Hill Holliday
Matches	:30	11/6/2025	Hill Holliday
Matches	:15	11/6/2025	Hill Holliday
Matches	:10	11/6/2025	Hill Holliday
Meet The Scan	:30	7/30/2025	Facebook

Online Video Asset Name	Length	Expiration Date	Talent Managed By:
If Your Lungs Could Talk - Run	:30	1/15/2026	Hill Holliday
If Your Lungs Could Talk - Run	:15	1/15/2026	Hill Holliday
If Your Lungs Could Talk - Run	:10	1/15/2026	Hill Holliday
If Your Lungs Could Talk - Stairs	:30	1/15/2026	Hill Holliday
If Your Lungs Could Talk - Stairs	:15	1/15/2026	Hill Holliday
If Your Lungs Could Talk - Stairs	:10	1/15/2026	Hill Holliday
A Hope Story	:30	5/9/2025	Hill Holliday
A Hope Story	:60	5/9/2025	Hill Holliday
Matches	:30	11/6/2025	Hill Holliday
Matches	:15	11/6/2025	Hill Holliday
Matches	:10	11/6/2025	Hill Holliday

Radio Asset Name	Length	Expiration Date	Talent Managed By:
A Smoker's Tale	:30	1/15/2026	Hill Holliday
Next Step (english)	:30	4/19/2025	Hill Holliday
Save Your Life (english)	:30	4/19/2025	Hill Holliday
Next Step (spanish)	:30	11/28/2025	Hill Holliday
Save Your Life (spanish)	:30	11/29/2025	Hill Holliday

Print Asset Name	Size	Expiration Date	Talent Managed By:
Lungs QR	7 x 10 / 4C	Never	Hill Holliday
Lungs QR	11.5 x 21	Never	Hill Holliday
Lungs Scan	7 x 10 / 4C	Never	Hill Holliday
Don't Play With Fire	7x4.875 / 4C	Never	Hill Holliday
Scanner	11.5x21 / BW	Never	Hill Holliday
Scanner	11.5x21 / 4C	Never	Hill Holliday
Matches	11.5x21 / BW	Never	Hill Holliday
Matches	11.5x21 / 4C	Never	Hill Holliday
Don't Play With Fire	11.5x10.x5 / 4C	Never	Hill Holliday
Scanner	7x10 / 4C	Never	Hill Holliday
Matches	7x10 / 4C	Never	Hill Holliday
Matches	4.625x10 / 4C	Never	Hill Holliday
Don't Play With Fire	7x4.875 / 4C	Never	Hill Holliday
Eva-Marie (spanish)	5.6875 x 10.5	Never	Hill Holliday
Eva-Marie (spanish)	7 x 10	Never	Hill Holliday
Eva-Marie (spanish)	11.5 x 10.5	Never	Hill Holliday
Eva-Marie (spanish)	11.5 x 21	Never	Hill Holliday
Eva-Marie (spanish)	3.75 x 21	Never	Hill Holliday
Eva-Marie (spanish)	4.625 x 4.875	Never	Hill Holliday
Eva-Marie (spanish)	4.625 x 10	Never	Hill Holliday
Eva-Marie (spanish)	7.875 x 10.5	Never	Hill Holliday
Eva-Marie (spanish)	5.6875 x 21	Never	Hill Holliday
Eva-Marie (english)	5.6875 x 10.5	Never	Hill Holliday
Eva-Marie (english)	7 x 10	Never	Hill Holliday
Eva-Marie (english)	11.5 x 10.5	Never	Hill Holliday
Eva-Marie (english)	11.5 x 21	Never	Hill Holliday
Frank	5.6875 x 10.5	Never	Hill Holliday
Frank	7 x 10	Never	Hill Holliday
Frank	11.5 x 10.5	Never	Hill Holliday
Frank	11.5 x 21	Never	Hill Holliday
Warning Label (spanish)	7 x 4.875	Never	Hill Holliday
Warning Label (spanish)	11.5 x 10.5	Never	Hill Holliday
A Hope Story	All	Never	Hill Holliday

OOH Asset Name	Size	Expiration Date	Talent Managed By:
Talking Lungs	Bus Shelter	1/15/2026	Hill Holliday
Breathe	Bus Shelter	1/15/2026	Hill Holliday
Wonder Scan	Bulletin	Never	Hill Holliday
Remove Doubt	Bulletin	Never	Hill Holliday
Lungs QR	Bus Shelter	Never	Hill Holliday
Don't Play With Fire	Bulletin	Never	Hill Holliday
Matches	Bus Shelter	Never	Hill Holliday
Warning Label (english)	Bulletin	Never	Hill Holliday
Warning Label (spanish)	Bulletin	Never	Hill Holliday
Frank (english)	Bus Shelter	Never	Hill Holliday
Eva-Marie (english)	Bus Shelter	Never	Hill Holliday
Eva-Marie (spanish)	Bus Shelter	Never	Hill Holliday
A Hope Story	All	Never	Hill Holliday

Banner Asset Name	Size	Expiration Date	Notes
IYLC [Static and Animated]	All	Never	Static and Animated
A Hope Story	All	Never	Static and Animated
Fire	300x50	Never	Static
Fire	320x50	Never	Static
Fire 2	300x50	Never	Static
Fire 2	320x50	Never	Static
Scanner	160x600	Never	Static
Scanner	300x250	Never	Static
Scanner	300x600	Never	Static
Scanner	728x90	Never	Static
Matches	300x250	Never	Static
Matches	300x600	Never	Static
Fire	160x600	Never	Static
Fire	728x90	Never	Static
Fire	160x600	Never	Animated
Fire	728x90	Never	Animated
Scanner	300x250	Never	Animated
Scanner	300x600	Never	Animated
ALA_SavedByTheScan_Microsite	160x600	Never	
ALA_SavedByTheScan_Microsite	300x250	Never	
ALA_SavedByTheScan_Microsite	728x90	Never	
ALA_SavedByTheScan_Microsite	970x250	Never	
ALA_SavedByTheScan_Microsite	300x600	Never	
ALA_SavedByTheScan_Retargeted	160x600	Never	
ALA_SavedByTheScan_Retargeted	300x250	Never	
ALA_SavedByTheScan_Retargeted	728x90	Never	
ALA_SavedByTheScan_Retargeted	300x600	Never	
ALA_SavedByTheScan_Static	300x50	Never	
ALA_SavedByTheScan_Static	160x600	Never	
ALA_SavedByTheScan_Static	300x250	Never	
ALA_SavedByTheScan_Static	300x600	Never	
ALA_SavedByTheScan_Static	728x90	Never	
Awareness_Display_Banner_Spanish	300x50	Never	
Awareness_Display_Banner_Spanish	160x600	Never	
Awareness_Display_Banner_Spanish	300 x 600	Never	
Awareness_Display_Banner_Spanish	728 x 90	Never	
Retargeted_Display_Banner_Spanish	300x50	Never	
Retargeted_Display_Banner_Spanish	160x600	Never	
Retargeted_Display_Banner_Spanish	300 x 600	Never	
Retargeted_Display_Banner_Spanish	728 x 90	Never	
ALA_SavedByScan_Ally	300x50	Never	
ALA_SavedByScan_Ally	300x250	Never	
ALA_SavedByScan_Ally	320x50	8/11/2018	
You Beat Smoking_Core		8/11/2018	