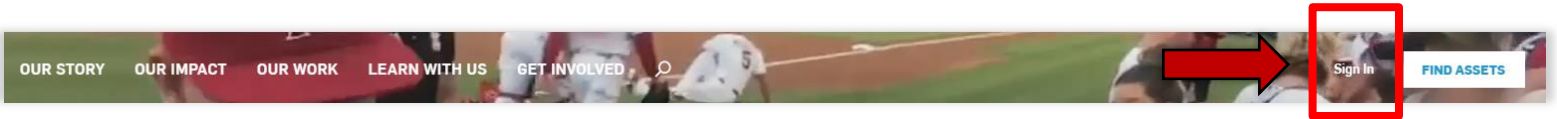


You can download video PSAs and other assets directly from the Ad Council's secure website using the step-by-step instructions below:

- Visit AdCouncil.org and click "Sign In" in the top right corner



- Sign in to your Ad Council account or sign up for free if you don't have one
  - If you need to sign up, you will be prompted to provide a few details about yourself and your organization. Once you finish creating your account, you will be brought back to the Ad Council home page.
- Go to the Saving for Retirement campaign page using the link [here](#).
- Scroll down to the Assets section to view all available assets by media type.

### To download one asset at a time:

- Go to the asset you want and click the blue "Download Now" button. The asset will download directly to your computer.

A screenshot of the Ad Council Assets page. The page title is 'ASSETS'. Below the title are tabs for 'Television', 'Radio', 'Banner', 'Print', 'Out Of Home', and 'Online Video'. There are filters for 'LANGUAGE' (All), 'TARGET AUDIENCE' (All), and 'SORT BY' (Release Date). Two asset cards are displayed. The first card, titled 'A Few Clicks', has a red box around its 'DOWNLOAD NOW' button and a red arrow pointing to it. The second card, titled 'All Kinds of Things', has a blue 'DOWNLOAD NOW' button. Both cards show metadata such as File Format (MOV), Language (English), Length, and Market Specific.

## To download more than one asset at a time:

- Go to the asset you want to download and click the “Add to Download Center” button.
- Repeat for all assets you want to download.

**ASSETS**

Television Radio Banner Print Out Of Home Online Video

LANGUAGE All TARGET AUDIENCE All SORT BY: Release Date

**CNRT0313000H**  
**A Few Clicks**  
File Format: MOV  
Language: English  
Length: :30  
Market Specific: None  
Expires: 01-28-2024

**CNRT0315000H**  
**All Kinds of Things**  
File Format: MOV  
Language: English  
Length: :15  
Market Specific: None  
Expires: 12-15-2022

- Once you have clicked “Add to Download Center” for all the assets you want, scroll up to the top of the page, hover over “Our Work”, and click on “Download Center.”
- In the Download Center, click on the blue “Download All” button. All assets will download directly to your computer in a zipped file.

Download this batch:

**DOWNLOAD ALL**

**SHOW ALL**

**CLEAR ASSETS**

**CNRT0315000H**  
**All Kinds of Things**  
File Format: MOV  
Language: English  
Length: :15  
Expires: 12-15-2022  
[DOWNLOAD THIS ASSET](#)

Select

**CNRT0313000H**  
**A Few Clicks**