



How to Localize the Adoption from Foster Care Campaign

HHS' Administration for Children and Families (ACF), AdoptUSKids, and the Ad Council have produced public service advertising (PSA) materials for the Adoption from Foster Care campaign. The campaign is designed to inspire more prospective parents to make inquiries about the adoption process through AdoptUSKids and ultimately increase the number of adoptions from the foster care system. The materials available for localization include television, radio, and outdoor ads.

Using the tagline, "You don't have to be perfect to be a perfect parent," the goal of the PSAs is to reassure prospective parents that even if they are not "perfect," they have the potential to make a positive impact on a child's life. The national PSAs direct audiences to visit adoptuskids.org or to call 888-200-4005 to receive the latest information about the foster care system and the adoption process.

HHS' Administration for Children and Families (ACF), AdoptUSKids, and the Ad Council have intentionally designed these ads in a format that is easy to localize. This means state and local partners can "tag" the PSAs with their logo, URL, and phone number (TV and outdoor only) in order to direct prospective parents to their own local website (if available), or they can brand the national PSAs with their logo and drive to their state page on adoptuskids.org.

The Ad Council can assist state and local partners in localizing the PSAs. Please note: none of the ads can run in paid media as this is a violation of Screen Actors Guild (SAG) and American Federation of Television and Radio Artists (AFTRA) regulations.

Limitations of Localizing

The following outlines limitations when localizing:

- Use the PSA during the approved usage periods provided by the Ad Council, which can be found on the Campaign Materials and on the Ad Council's fulfillment website PSA Central (<http://psacentral.adcouncil.org>);
- Use the PSA in donated media space or time, meaning that the space or time was not paid for;
- When tagged with local sponsor information, the PSAs cannot include any references to commercial advertisers or their logos;
- If using a local URL, no commercial elements can be present on the website's home page;
- Also, please do not alter or use the body of any PSA for any other purpose or provide it to any third parties. Doing so will violate our contracts with the performers and contributors.

Steps to Localizing

1. Determine which media, lengths, and sizes you are interested in localizing (television, radio, and outdoor).
2. Complete this order form and submit it via email to motero@adoptuskids.org.
3. Submit .EPS file of your logo for TV/Outdoor localizations. Please send via email to motero@adoptuskids.org.
4. Allow 4-6 weeks for Ad Council production.
5. Ad Council to post final materials (television and radio) on their distribution site: www.psacentral.org for access. Outdoor PSAs will be shipped directly to the address provided in your completed form.

Adoption from Foster Care Campaign
TV PSA LOCALIZATION ORDER FORM

Date: _____

Primary Purpose of Use: Broadcast Internal Other (please specify) _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

Organization Name: _____

Organization Address: _____

City: _____ State: _____ Zip: _____

(1) Select **one** local logo for the TV end frame, provide **one** website address (if not fulfilling to your state page on AdoptUSKids.org), and one phone number (if applicable). **WEBSITE ADDRESS:** _____ and **PHONE NUMBER:** _____

(2) Email logo to: motero@adoptuskids.org. Logo must be submitted in an .EPS format, with an alpha channel (transparent layer).

(3) Select the TV PSA you would like to localize

The following TV PSAs is available for localization:

ENGLISH - :30

- Break-up
- French
- Cat

ELECTRONIC FILES

- WMV file of selected PSA (NOT for broadcast use)

Sample TV End Frame:



Adoption from Foster Care Campaign
RADIO PSA LOCALIZATION ORDER FORM

Date: _____

Primary Purpose of Use: Broadcast Internal Other (please specify) _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

Organization Name: _____

Organization Address: _____

City: _____ State: _____ Zip: _____

(1) Radio PSAs fulfill to your state page on adoptuskids.org. Please list your state name: _____

The following English Radio PSA is available for your use in your state:

Teenbop :60

Adoption from Foster Care Campaign
OUTDOOR PSA LOCALIZATION ORDER FORM

Date: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

Organization Name: _____

Organization Address: _____

City: _____ State: _____ Zip: _____

(3) Provide either **one** website address (if not fulfilling to your state page on adoptuskids.org) OR **one** phone number (if applicable). **WEBSITE ADDRESS:** _____ OR
PHONE NUMBER: _____

(4) Select **one** local logo and email it to: motero@adoptuskids.org. Logo must be submitted in an .EPS format, with an alpha channel (transparent layer)

(5) Select the Outdoor PSA you would like to localize:

ENGLISH

Multiple-choice 30-Sheet (123" x 273")

(6) Include the name and address of the outdoor company that should receive the Outdoor PSA:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

(7) We may be able to accommodate other out-of-home (outdoor) advertising requests. Please contact Melissa at motero@adoptuskids.org for specific opportunities.

Adoption from Foster Care Campaign
PRINT PSA LOCALIZATION ORDER FORM

Date: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

Organization Name: _____

Organization Address: _____

City: _____ State: _____ Zip: _____

(1) Provide **one** website address (if not fulfilling to your state page on adoptuskids.org) and **one** phone number (if applicable). **WEBSITE ADDRESS:** _____ and **PHONE NUMBER:** _____

(2) Select **one** local logo and email it to: motero@adoptuskids.org. Logo must be submitted in an .EPS format, with an alpha channel (transparent layer)

(3) Select the Print PSA you would like to localize:

ENGLISH

Calculus 4/C Magazine (7x10 non-bleed)
 B/W Newspaper (11.5x10.5)
 Other (See below)

Haircut 4/C Magazine (7x10 non-bleed)
 B/W Newspaper (11.5x10.5)
 Other (See below)

(4) If you selected Other, please provide/attach the size specifications required for this placement:
