

OK TO PLAY? PSA CAMPAIGN | PRINT ADS

OK TO PLAY?

CHECK THE RATINGS ON EVERY VIDEO GAME BOX

ON FRONT

ON BACK

VIDEO GAME

ESRB
Entertainment Software
Rating Board
WWW.ESRB.ORG

This advertisement features two young boys smiling and playing video games. The text 'OK TO PLAY?' is prominently displayed in large yellow letters. Below it, the instruction 'CHECK THE RATINGS ON EVERY VIDEO GAME BOX' is written. Two yellow arrows point to the left and right, labeled 'ON FRONT' and 'ON BACK' respectively. In the center, a blue 'VIDEO GAME' box is shown with an 'E' rating. To the left of the box is a row of ESRB rating icons: C, E, T, M, and A. To the right is a smaller image of a game box with an 'E' rating. The ESRB logo and website are at the bottom.

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This vertical advertisement features a boy and a girl smiling and playing video games. The text 'OK TO PLAY?' is prominently displayed in large yellow letters. Below it, the instruction 'CHECK THE RATINGS ON EVERY VIDEO GAME BOX' is written. Two yellow arrows point up and down, labeled 'ON FRONT' and 'ON BACK' respectively. In the center, a blue 'VIDEO GAME' box is shown with an 'E' rating. To the left of the box is a row of ESRB rating icons: C, E, T, M, and A. To the right is a smaller image of a game box with an 'E' rating. The ESRB logo and website are at the bottom.