

COPY FOR CONSUMER COMMUNICATIONS



Insert into an internal communication, e-newsletter, a promotional email or a reservation confirmation. Sample copy options below offer concise messaging around REAL ID to ensure your visitors and future guests are prepared well ahead of next year's deadline.

★ (50 words or less)

Without the star, you won't go far. Beginning October 1, only two types of driver's licenses will be permitted to pass U.S. airport security: an enhanced license or a REAL ID, which is marked with a star in the upper righthand corner. Contact your local DMV today for more details.

Learn, prepare, share: Get REAL ID ready. If you plan to fly after October 1, 2020, you must present a REAL ID driver's license or other accepted form of identification (passport, U.S. military ID, etc.) to pass airport security. Contact your local DMV today for more details.

★ (100 words or less)

Are you REAL ID ready? Starting next October 1, all Americans will need a REAL ID to pass airport security to board a flight in the United States. A REAL ID, generally marked with a star in the upper righthand corner, is different than a traditional driver's license and can be obtained at your state's DMV. If you do not have a REAL ID, there are other forms of identification accepted, such as a U.S. passport or passport card, enhanced driver's license or U.S. military ID. Learn more at tsa.gov/real-id.

Less than a year remains to get REAL ID ready. Nearly 100 million Americans do not have an accepted form of identification to pass airport security next October. Starting October 1, only two types of driver's licenses will be permitted to pass U.S. airport security: an enhanced license or a REAL ID, which is generally marked with a star in the upper righthand corner. If you do not have time to get a REAL ID, there are other forms of identification accepted, such as a U.S. passport or passport card, or military ID. Learn more at tsa.gov/real-id.

DIGITAL AD BLOCKS



Have space on your website or within an ad exchange platform? Plug in any of these pre-designed units and have them run during high-volume periods like the holidays, or in rotation with other placements leading all the way up to October 1 of next year. Available in two IAB units: 300x250 and 728x90, however, if you need a specific size, please reach out and we'll create it for you. When adding the hyperlink, send the user to dhs.gov/real-id for more information.

★ 300x250

DOWNLOAD 300x250 AD

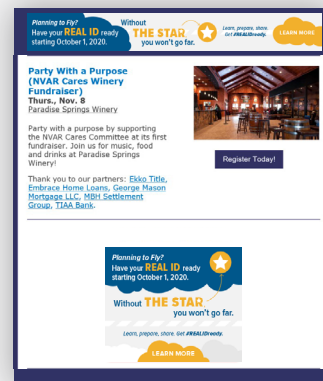
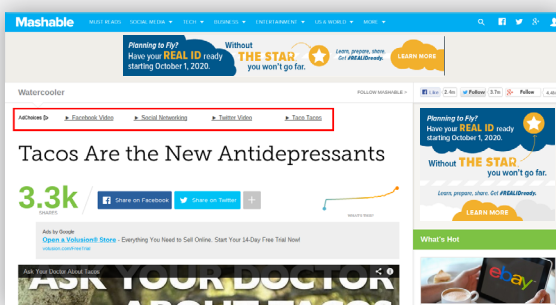


★ 728x90

DOWNLOAD 728x90 AD



★ EXAMPLES



If you have any questions regarding the artwork or need a custom size, please contact **Dan Ahn, Lead Designer** at dahn@ustravel.org.