



**MEDIA TRACKS**  
COMMUNICATIONS

## Radio PSA - Executive Summary

3/7/2022 - 8/31/2022

**Title:** BDA Help for Debtors 2022 Radio PSA Distribution  
**Client:** BDA Help for Debtors

**Release Date:** 03/07/2022  
**Report Date:** 9/9/2022  
**# of Stations:** 1,000

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Help For Debtors - Music :30

Help For Debtors - No Music :30

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## Station Results

Title	This Month				Total			
	Number of Stations	Number of Airings	Number of Impressions	Media Value	Number of Stations	Number of Airings	Number of Impressions	Media Value
Help For Debtors - Music :30	22	678	1,815,350	\$32,348	74	3,468	10,388,200	\$220,040
Help For Debtors - No Music :30	2	6	750	\$15	3	132	81,000	\$2,040
<b>Grand Totals =</b>	<b>22*</b>	<b>684</b>	<b>1,816,100</b>	<b>\$32,363</b>	<b>74*</b>	<b>3,600</b>	<b>10,469,200</b>	<b>\$222,080</b>

\* Total Unique Stations

## Campaign DMA Market Penetration

Rank	Number of Stations	% Total	Number of Airings	% Total	Audience Impressions	% Total	Media Value	% Total
National/Cable								
1 - 10	15	20%	725	20%	6,443,600	62%	\$141,721	64%
11 - 25	19	26%	415	12%	1,390,800	13%	\$27,890	13%
26 - 50	15	20%	490	14%	1,138,100	11%	\$23,396	11%
51 - 75	3	4%	171	5%	362,100	3%	\$5,247	2%
76 - 100	9	12%	384	11%	240,150	2%	\$5,908	3%
101 - 150	12	16%	671	19%	224,850	2%	\$6,014	3%
151 - 210	1	1%	744	21%	669,600	6%	\$11,904	5%
210 +								
<b>Grand Totals =</b>	<b>74</b>	<b>100%</b>	<b>3,600</b>	<b>100%</b>	<b>10,469,200</b>	<b>100%</b>	<b>\$222,080</b>	<b>100%</b>

## Campaign Demographic Results

	<b>Audience Impressions</b>	<b>% Total</b>
Persons 12+	10,469,200	100%
Teens 12-17	816,771	8%
Adults 18+	9,652,968	92%
Adults 18-34	2,701,022	26%
Adults 25-54	4,868,384	47%
Adults 35-64	4,899,994	47%
Men 18+	4,721,792	45%
Men 18-34	1,350,511	13%
Men 25-54	2,428,871	23%
Men 35-64	2,418,568	23%
Women 18+	4,931,176	47%
Women 18-34	1,350,511	13%
Women 25-54	2,439,513	23%
Women 35-64	2,481,426	24%