



MEDIA TRACKS
COMMUNICATIONS

Radio PSA - Executive Summary

3/7/2022 - 7/31/2022

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

Release Date: 03/07/2022
Report Date: 8/4/2022
of Stations: 1,000

Help For Debtors - Music :30

Help For Debtors - No Music :30

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	26	739	1,806,600	\$34,648	74	2,790	8,572,850	\$187,692
Help For Debtors - No Music :30	2	28	3,500	\$70	3	126	80,250	\$2,025
Grand Totals =	26*	767	1,810,100	\$34,718	74*	2,916	8,653,100	\$189,717

* 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%	619	21%	5,171,450	60%	\$120,061	63%
11 - 25	19	26%	370	13%	1,307,550	15%	\$26,053	14%
26 - 50	15	20%	460	16%	1,079,600	12%	\$22,406	12%
51 - 75	3	4%	171	6%	362,100	4%	\$5,247	3%
76 - 100	9	12%	337	12%	198,750	2%	\$4,758	3%
101 - 150	12	16%	587	20%	198,850	2%	\$5,240	3%
151 - 210	1	1%	372	13%	334,800	4%	\$5,952	3%
210 +								
Grand Totals =	74	100%	2,916	100%	8,653,100	100%	\$189,717	100%

Campaign Demographic Results

	Audience Impressions	% Total
Persons 12+	8,653,100	100%
Teens 12-17	675,138	8%
Adults 18+	7,978,414	92%
Adults 18-34	2,232,464	26%
Adults 25-54	4,023,710	47%
Adults 35-64	4,050,058	47%
Men 18+	3,902,676	45%
Men 18-34	1,116,232	13%
Men 25-54	2,007,457	23%
Men 35-64	1,998,994	23%
Women 18+	4,075,738	47%
Women 18-34	1,116,232	13%
Women 25-54	2,016,253	23%
Women 35-64	2,051,064	24%