



MEDIA TRACKS
COMMUNICATIONS

Radio PSA - Executive Summary

3/7/2022 - 11/30/2022

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

Release Date: 03/07/2022
Report Date: 12/8/2022
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	13	171	393,600	\$5,971	85	4,671	13,545,050	\$278,282
Help For Debtors - No Music :30					3	132	81,000	\$2,040
Grand Totals =	13*	171	393,600	\$5,971	85*	4,803	13,626,050	\$280,322

* 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	17	20%	924	19%	8,282,350	61%	\$176,220	63%
11 - 25	19	22%	501	10%	1,592,800	12%	\$32,194	11%
26 - 50	16	19%	595	12%	1,316,300	10%	\$27,491	10%
51 - 75	5	6%	220	5%	741,300	5%	\$10,557	4%
76 - 100	12	14%	565	12%	394,800	3%	\$8,760	3%
101 - 150	15	18%	990	21%	391,300	3%	\$8,972	3%
151 - 210	1	1%	1,008	21%	907,200	7%	\$16,128	6%
210 +								
Grand Totals =	85	100%	4,803	100%	13,626,050	100%	\$280,322	100%

Campaign Demographic Results

	Audience Impressions	% Total
Persons 12+	13,626,050	100%
Teens 12-17	1,063,089	8%
Adults 18+	12,564,007	92%
Adults 18-34	3,515,412	26%
Adults 25-54	6,336,521	47%
Adults 35-64	6,377,632	47%
Men 18+	6,145,743	45%
Men 18-34	1,757,706	13%
Men 25-54	3,161,280	23%
Men 35-64	3,148,012	23%
Women 18+	6,418,264	47%
Women 18-34	1,757,706	13%
Women 25-54	3,175,241	23%
Women 35-64	3,229,620	24%