



MEDIA TRACKS
COMMUNICATIONS

Radio PSA - Executive Summary

3/7/2022 - 10/31/2022

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

Release Date: 03/07/2022
Report Date: 11/10/2022
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	23	321	868,300	\$16,792	85	4,500	13,151,450	\$272,311
Help For Debtors - No Music :30					3	132	81,000	\$2,040
Grand Totals =	23*	321	868,300	\$16,792	85*	4,632	13,232,450	\$274,351

* 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%	910	20%	8,250,850	62%	\$175,647	64%
11 - 25	19	22%	501	11%	1,592,800	12%	\$32,194	12%
26 - 50	16	19%	567	12%	1,274,300	10%	\$26,791	10%
51 - 75	5	6%	182	4%	459,900	3%	\$6,658	2%
76 - 100	12	14%	535	12%	383,550	3%	\$8,550	3%
101 - 150	15	18%	929	20%	363,850	3%	\$8,383	3%
151 - 210	1	1%	1,008	22%	907,200	7%	\$16,128	6%
210 +								
Grand Totals =	85	100%	4,632	100%	13,232,450	100%	\$274,351	100%

Campaign Demographic Results

	Audience Impressions	% Total
Persons 12+	13,232,450	100%
Teens 12-17	1,032,372	8%
Adults 18+	12,201,023	92%
Adults 18-34	3,413,888	26%
Adults 25-54	6,153,464	47%
Adults 35-64	6,193,373	47%
Men 18+	5,968,187	45%
Men 18-34	1,706,944	13%
Men 25-54	3,069,967	23%
Men 35-64	3,057,048	23%
Women 18+	6,232,836	47%
Women 18-34	1,706,944	13%
Women 25-54	3,083,497	23%
Women 35-64	3,136,325	24%