



Radio PSA - Executive Summary

4/15/2021 - 3/31/2022

Title:	Business Debtors Anonymous 2021 Radio PSA Distribution	Release Date:	04/15/2021	Page 1 of 1
Client:	Business Debtors Anonymous	Report Date:	04/07/2022	
		# 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	43	601	512,850	\$7,484	124	9,966	7,811,750	\$170,172
Help For Debtors - No Music :30	15	156	505,400	\$8,467	40	2,242	8,809,550	\$163,268
Grand Totals =	58*	757	1,018,250	\$15,951	164*	12,208	16,621,300	\$333,440

* 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	19	12%	933	8%	1,541,400	9%	\$38,754	12%
11 - 25	39	24%	2,169	18%	5,584,650	34%	\$133,517	40%
26 - 50	25	15%	1,180	10%	966,300	6%	\$25,187	8%
51 - 75	35	21%	2,829	23%	4,467,750	27%	\$71,343	21%
76 - 100	15	9%	1,988	16%	866,250	5%	\$19,593	6%
101 - 150	26	16%	2,224	18%	2,729,800	16%	\$35,275	11%
151 - 210	5	3%	885	7%	465,150	3%	\$9,771	3%
210 +								
Grand Totals =	164	100%	12,208	100%	16,621,300	100%	\$333,440	100%

Campaign Demographic Results

	Audience Impressions	% Total
Persons 12+	16,621,300	100%
Teens 12-17	1,163,843	7%
Adults 18+	15,025,151	90%
Adults 18-34	4,034,642	24%
Adults 25-54	7,388,878	44%
Adults 35-64	7,533,639	45%
Men 18+	7,392,646	44%
Men 18-34	2,043,329	12%
Men 25-54	3,767,522	23%
Men 35-64	3,787,401	23%
Women 18+	7,632,505	46%
Women 18-34	1,991,313	12%
Women 25-54	3,621,356	22%
Women 35-64	3,746,238	23%