



Radio PSA - Executive Summary

4/15/2021 - 10/31/2021

Title: "Help For Debtors" PSA
Client: BDA Help for Debtors

Release Date: 04/15/2021
Report Date: 11/11/2021
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	48	1,044	801,550	\$11,586	100	6,871	5,195,150	\$130,360
Help For Debtors - No Music :30	17	183	717,250	\$11,193	37	1,475	4,912,300	\$91,234
Grand Totals =	65*	1,227	1,518,800	\$22,779	137*	8,346	10,107,450	\$221,594

* 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	16	12%	424	5%	775,200	8%	\$21,750	10%
11 - 25	27	20%	1,439	17%	3,135,850	31%	\$88,586	40%
26 - 50	23	17%	966	12%	813,850	8%	\$22,286	10%
51 - 75	27	20%	1,861	22%	2,605,300	26%	\$41,003	19%
76 - 100	15	11%	1,730	21%	747,450	7%	\$17,442	8%
101 - 150	24	18%	1,351	16%	1,774,550	18%	\$24,508	11%
151 - 210	5	4%	575	7%	255,250	3%	\$6,019	3%
210 +								
Grand Totals =	137	100%	8,346	100%	10,107,450	100%	\$221,594	100%

Campaign Demographic Results

	Audience Impressions	% Total
Persons 12+	10,107,450	100%
Teens 12-17	655,367	6%
Adults 18+	9,019,340	89%
Adults 18-34	2,354,056	23%
Adults 25-54	4,360,046	43%
Adults 35-64	4,484,838	44%
Men 18+	4,454,879	44%
Men 18-34	1,203,036	12%
Men 25-54	2,256,510	22%
Men 35-64	2,282,681	23%
Women 18+	4,564,461	45%
Women 18-34	1,151,020	11%
Women 25-54	2,103,536	21%
Women 35-64	2,202,157	22%