



**MEDIA TRACKS**  
COMMUNICATIONS

## Radio PSA - Executive Summary

3/7/2022 - 6/30/2022

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

**Release Date:** 03/07/2022  
**Report Date:** 7/7/2022  
**# of Stations:** 1,000

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Help For Debtors - Music :30

Help For Debtors - No Music :30

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### 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	38	475	2,276,100	\$52,950	64	2,051	6,766,250	\$153,044
Help For Debtors - No Music :30	3	46	27,250	\$685	3	98	76,750	\$1,955
<b>Grand Totals =</b>	<b>38*</b>	<b>521</b>	<b>2,303,350</b>	<b>\$53,635</b>	<b>64*</b>	<b>2,149</b>	<b>6,843,000</b>	<b>\$154,999</b>

\* 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	12	19%	497	23%	4,016,900	59%	\$98,050	63%
11 - 25	18	28%	329	15%	1,142,650	17%	\$22,779	15%
26 - 50	12	19%	411	19%	1,001,150	15%	\$21,072	14%
51 - 75	3	5%	171	8%	362,100	5%	\$5,247	3%
76 - 100	7	11%	244	11%	148,250	2%	\$3,434	2%
101 - 150	12	19%	497	23%	171,950	3%	\$4,417	3%
151 - 210								
210 +								
<b>Grand Totals =</b>	<b>64</b>	<b>100%</b>	<b>2,149</b>	<b>100%</b>	<b>6,843,000</b>	<b>100%</b>	<b>\$154,999</b>	<b>100%</b>

## Campaign Demographic Results

	<b>Audience Impressions</b>	<b>% Total</b>
Persons 12+	6,843,000	100%
Teens 12-17	533,982	8%
Adults 18+	6,309,414	92%
Adults 18-34	1,765,492	26%
Adults 25-54	3,181,856	46%
Adults 35-64	3,202,911	47%
Men 18+	3,086,277	45%
Men 18-34	882,746	13%
Men 25-54	1,587,424	23%
Men 35-64	1,580,817	23%
Women 18+	3,223,137	47%
Women 18-34	882,746	13%
Women 25-54	1,594,432	23%
Women 35-64	1,622,094	24%