



Radio PSA - Executive Summary

4/15/2021 - 1/31/2022

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

Release Date: 04/15/2021
Report Date: 02/07/2022
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	18	363	319,300	\$5,406	106	8,602	6,718,550	\$153,206
Help For Debtors - No Music :30	17	173	1,279,800	\$24,989	40	1,955	7,746,500	\$144,105
Grand Totals =	35*	536	1,599,100	\$30,395	146*	10,557	14,465,050	\$297,311

* 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	18	12%	656	6%	1,149,700	8%	\$29,769	10%
11 - 25	30	21%	1,804	17%	5,069,700	35%	\$125,032	42%
26 - 50	24	16%	1,122	11%	947,550	7%	\$24,694	8%
51 - 75	30	21%	2,416	23%	3,750,000	26%	\$59,681	20%
76 - 100	15	10%	1,919	18%	858,150	6%	\$19,431	7%
101 - 150	24	16%	1,880	18%	2,318,100	16%	\$30,597	10%
151 - 210	5	3%	760	7%	371,850	3%	\$8,107	3%
210 +								
Grand Totals =	146	100%	10,557	100%	14,465,050	100%	\$297,311	100%

Campaign Demographic Results

	Audience Impressions	% Total
Persons 12+	14,465,050	100%
Teens 12-17	995,481	7%
Adults 18+	13,037,020	90%
Adults 18-34	3,478,386	24%
Adults 25-54	6,386,250	44%
Adults 35-64	6,524,369	45%
Men 18+	6,420,143	44%
Men 18-34	1,765,201	12%
Men 25-54	3,267,332	23%
Men 35-64	3,289,273	23%
Women 18+	6,616,877	46%
Women 18-34	1,713,185	12%
Women 25-54	3,118,918	22%
Women 35-64	3,235,096	22%