



Radio PSA - Executive Summary

4/15/2021 - 12/31/2021

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

Release Date: 04/15/2021
Report Date: 01/06/2022
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	39	665	582,300	\$8,455	106	8,239	6,399,250	\$147,800
Help For Debtors - No Music :30	17	146	826,350	\$15,540	38	1,782	6,466,700	\$119,116
Grand Totals =	56*	811	1,408,650	\$23,995	144*	10,021	12,865,950	\$266,916

* 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	13%	547	5%	950,250	7%	\$24,754	9%
11 - 25	30	21%	1,671	17%	4,255,100	33%	\$109,453	41%
26 - 50	23	16%	1,110	11%	899,550	7%	\$23,862	9%
51 - 75	28	19%	2,195	22%	3,239,150	25%	\$51,127	19%
76 - 100	15	10%	1,919	19%	858,150	7%	\$19,431	7%
101 - 150	25	17%	1,882	19%	2,333,400	18%	\$30,924	12%
151 - 210	5	3%	697	7%	330,350	3%	\$7,365	3%
210 +								
Grand Totals =	144	100%	10,021	100%	12,865,950	100%	\$266,916	100%

Campaign Demographic Results

	Audience Impressions	% Total
Persons 12+	12,865,950	100%
Teens 12-17	870,717	7%
Adults 18+	11,562,650	90%
Adults 18-34	3,065,808	24%
Adults 25-54	5,642,738	44%
Adults 35-64	5,775,971	45%
Men 18+	5,698,949	44%
Men 18-34	1,558,912	12%
Men 25-54	2,896,424	23%
Men 35-64	2,919,881	23%
Women 18+	5,863,701	46%
Women 18-34	1,506,896	12%
Women 25-54	2,746,314	21%
Women 35-64	2,856,090	22%