



MEDIA TRACKS
COMMUNICATIONS

Radio PSA - Executive Summary

4/5/2021 - 4/30/2022

Title: Business Debtors Anonymous 2021 Radio PSA Distribution
Client: Business Debtors Anonymous

Release Date: 04/05/2021
Report Date: 5/5/2022
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	22	302	189,900	\$2,934	124	10,268	8,001,650	\$173,106
Help For Debtors - No Music :30	11	46	125,850	\$2,040	41	2,288	8,935,400	\$165,308
Grand Totals =	33*	348	315,750	\$4,974	165*	12,556	16,937,050	\$338,414

* 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%	999	8%	1,615,950	10%	\$40,156	12%
11 - 25	39	24%	2,218	18%	5,657,550	33%	\$134,653	40%
26 - 50	25	15%	1,193	10%	968,250	6%	\$25,226	7%
51 - 75	35	21%	2,896	23%	4,540,100	27%	\$72,464	21%
76 - 100	15	9%	2,012	16%	869,250	5%	\$19,653	6%
101 - 150	27	16%	2,350	19%	2,818,100	17%	\$36,443	11%
151 - 210	5	3%	888	7%	467,850	3%	\$9,819	3%
210 +								
Grand Totals =	165	100%	12,556	100%	16,937,050	100%	\$338,414	100%

Campaign Demographic Results

	Audience Impressions	% Total
Persons 12+	16,937,050	100%
Teens 12-17	1,188,510	7%
Adults 18+	15,316,260	90%
Adults 18-34	4,116,118	24%
Adults 25-54	7,535,724	44%
Adults 35-64	7,681,439	45%
Men 18+	7,535,043	44%
Men 18-34	2,084,067	12%
Men 25-54	3,840,794	23%
Men 35-64	3,860,333	23%
Women 18+	7,781,217	46%
Women 18-34	2,032,051	12%
Women 25-54	3,694,930	22%
Women 35-64	3,821,106	23%