



MEDIA TRACKS
COMMUNICATIONS

Radio PSA - Executive Summary

3/7/2022 - 4/30/2022

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

Release Date: 03/07/2022
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	50	715	2,084,950	\$45,210	51	951	2,345,150	\$49,967
Help For Debtors - No Music :30	1	17	20,400	\$527	1	17	20,400	\$527
Grand Totals =	50*	732	2,105,350	\$45,737	51*	968	2,365,550	\$50,494

* 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	10	20%	169	17%	892,800	38%	\$21,160	42%
11 - 25	14	27%	255	26%	730,500	31%	\$15,006	30%
26 - 50	9	18%	189	20%	487,750	21%	\$9,293	18%
51 - 75	3	6%	51	5%	104,100	4%	\$1,527	3%
76 - 100	4	8%	98	10%	74,750	3%	\$1,721	3%
101 - 150	11	22%	206	21%	75,650	3%	\$1,787	4%
151 - 210								
210 +								
Grand Totals =	51	100%	968	100%	2,365,550	100%	\$50,494	100%

Campaign Demographic Results

	Audience Impressions	% Total
Persons 12+	2,365,550	100%
Teens 12-17	184,635	8%
Adults 18+	2,181,145	92%
Adults 18-34	610,270	26%
Adults 25-54	1,099,961	46%
Adults 35-64	1,107,228	47%
Men 18+	1,066,917	45%
Men 18-34	305,135	13%
Men 25-54	548,739	23%
Men 35-64	546,496	23%
Women 18+	1,114,228	47%
Women 18-34	305,135	13%
Women 25-54	551,222	23%
Women 35-64	560,732	24%