



Radio PSA - Executive Summary

3/7/2022 - 3/31/2022

Title: Business Debtors Anonymous 2022 Radio PSA Distribution
Client: Business Debtors Anonymous

Release Date: 03/07/2022
Report Date: 4/8/2022
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 | 20 | 236 | 260,200 | \$4,757 | 20 | 236 | 260,200 | \$4,757 |
| Grand Totals = | 20* | 236 | 260,200 | \$4,757 | 20* | 236 | 260,200 | \$4,757 |

* 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 | 5 | 25% | 15 | 6% | 34,650 | 13% | \$916 | 19% |
| 11 - 25 | 5 | 25% | 80 | 34% | 28,000 | 11% | \$512 | 11% |
| 26 - 50 | 3 | 15% | 60 | 25% | 151,650 | 58% | \$2,364 | 50% |
| 51 - 75 | 1 | 5% | 3 | 1% | 900 | 0% | \$39 | 1% |
| 76 - 100 | 3 | 15% | 27 | 11% | 20,350 | 8% | \$450 | 9% |
| 101 - 150 | 3 | 15% | 51 | 22% | 24,650 | 9% | \$476 | 10% |
| 151 - 210 | | | | | | | | |
| 210 + | | | | | | | | |
| Grand Totals = | 20 | 100% | 236 | 100% | 260,200 | 100% | \$4,757 | 100% |

Campaign Demographic Results

| | Audience Impressions | % Total |
|--------------|-----------------------------|----------------|
| Persons 12+ | 260,200 | 100% |
| Teens 12-17 | 20,320 | 8% |
| Adults 18+ | 239,960 | 92% |
| Adults 18-34 | 67,078 | 26% |
| Adults 25-54 | 120,977 | 46% |
| Adults 35-64 | 121,818 | 47% |
| Men 18+ | 117,378 | 45% |
| Men 18-34 | 33,539 | 13% |
| Men 25-54 | 60,348 | 23% |
| Men 35-64 | 60,134 | 23% |
| Women 18+ | 122,582 | 47% |
| Women 18-34 | 33,539 | 13% |
| Women 25-54 | 60,629 | 23% |
| Women 35-64 | 61,684 | 24% |