



Radio PSA - Executive Summary

4/15/2021 - 2/28/2022

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

Release Date: 04/15/2021
Report Date: 03/11/2022
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	48	763	580,350	\$9,482	124	9,365	7,298,900	\$162,688
Help For Debtors - No Music :30	16	131	557,650	\$10,696	40	2,086	8,304,150	\$154,801
Grand Totals =	64*	894	1,138,000	\$20,178	164*	11,451	15,603,050	\$317,489

* 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%	826	7%	1,400,950	9%	\$35,841	11%
11 - 25	39	24%	2,030	18%	5,335,700	34%	\$129,543	41%
26 - 50	25	15%	1,159	10%	963,250	6%	\$25,128	8%
51 - 75	35	21%	2,647	23%	4,125,250	26%	\$65,978	21%
76 - 100	15	9%	1,943	17%	861,000	6%	\$19,488	6%
101 - 150	26	16%	2,029	18%	2,506,550	16%	\$32,716	10%
151 - 210	5	3%	817	7%	410,350	3%	\$8,795	3%
210 +								
Grand Totals =	164	100%	11,451	100%	15,603,050	100%	\$317,489	100%

Campaign Demographic Results

	Audience Impressions	% Total
Persons 12+	15,603,050	100%
Teens 12-17	1,084,336	7%
Adults 18+	14,086,318	90%
Adults 18-34	3,771,936	24%
Adults 25-54	6,915,396	44%
Adults 35-64	7,057,051	45%
Men 18+	6,933,412	44%
Men 18-34	1,911,976	12%
Men 25-54	3,531,301	23%
Men 35-64	3,552,182	23%
Women 18+	7,152,906	46%
Women 18-34	1,859,960	12%
Women 25-54	3,384,095	22%
Women 35-64	3,504,869	22%