



MEDIA TRACKS
COMMUNICATIONS

Radio PSA - Executive Summary

3/7/2022 - 5/31/2022

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

Release Date: 03/07/2022
Report Date: 6/3/2022
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	46	625	2,145,000	\$50,127	60	1,576	4,490,150	\$100,094
Help For Debtors - No Music :30	3	35	29,100	\$743	3	52	49,500	\$1,270
Grand Totals =	46*	660	2,174,100	\$50,870	60*	1,628	4,539,650	\$101,364

* 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	12	20%	352	22%	2,397,400	53%	\$58,105	57%
11 - 25	15	25%	280	17%	801,250	18%	\$16,274	16%
26 - 50	12	20%	333	20%	845,450	19%	\$17,410	17%
51 - 75	3	5%	113	7%	237,400	5%	\$3,449	3%
76 - 100	6	10%	174	11%	123,200	3%	\$2,821	3%
101 - 150	12	20%	376	23%	134,950	3%	\$3,305	3%
151 - 210								
210 +								
Grand Totals =	60	100%	1,628	100%	4,539,650	100%	\$101,364	100%

Campaign Demographic Results

	Audience Impressions	% Total
Persons 12+	4,539,650	100%
Teens 12-17	354,279	8%
Adults 18+	4,185,715	92%
Adults 18-34	1,171,200	26%
Adults 25-54	2,110,854	46%
Adults 35-64	2,124,835	47%
Men 18+	2,047,461	45%
Men 18-34	585,600	13%
Men 25-54	1,053,076	23%
Men 35-64	1,048,738	23%
Women 18+	2,138,254	47%
Women 18-34	585,600	13%
Women 25-54	1,057,778	23%
Women 35-64	1,076,097	24%