



**MEDIA TRACKS**  
COMMUNICATIONS

## Radio PSA - Executive Summary

3/7/2022 - 9/30/2022

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

**Release Date:** 03/07/2022  
**Report Date:** 10/10/2022  
**# of Stations:** 1,000

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Help For Debtors - Music :30

Help For Debtors - No Music :30

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### 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	27	711	1,894,950	\$35,479	82	4,179	12,283,150	\$255,519
Help For Debtors - No Music :30					3	132	81,000	\$2,040
<b>Grand Totals =</b>	<b>27*</b>	<b>711</b>	<b>1,894,950</b>	<b>\$35,479</b>	<b>82*</b>	<b>4,311</b>	<b>12,364,150</b>	<b>\$257,559</b>

\* 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	16	20%	844	20%	7,728,350	63%	\$165,102	64%
11 - 25	19	23%	459	11%	1,500,600	12%	\$30,225	12%
26 - 50	16	20%	536	12%	1,217,900	10%	\$25,550	10%
51 - 75	3	4%	171	4%	362,100	3%	\$5,247	2%
76 - 100	12	15%	481	11%	351,900	3%	\$7,972	3%
101 - 150	15	18%	812	19%	296,100	2%	\$7,335	3%
151 - 210	1	1%	1,008	23%	907,200	7%	\$16,128	6%
210 +								
<b>Grand Totals =</b>	<b>82</b>	<b>100%</b>	<b>4,311</b>	<b>100%</b>	<b>12,364,150</b>	<b>100%</b>	<b>\$257,559</b>	<b>100%</b>

## Campaign Demographic Results

	Audience Impressions	% Total
Persons 12+	12,364,150	100%
Teens 12-17	964,606	8%
Adults 18+	11,400,295	92%
Adults 18-34	3,189,886	26%
Adults 25-54	5,749,683	47%
Adults 35-64	5,786,895	47%
Men 18+	5,576,506	45%
Men 18-34	1,594,943	13%
Men 25-54	2,868,545	23%
Men 35-64	2,856,393	23%
Women 18+	5,823,789	47%
Women 18-34	1,594,943	13%
Women 25-54	2,881,138	23%
Women 35-64	2,930,502	24%