



Introduction

The Public Service Network (PSN) has pioneered the distribution of public service announcements (PSAs) over the audio networks within grocery, drug and retail stores. PSN In-Store is a point-of-purchase network for public service messaging that reaches consumers while they shop at more than 25,000 retail locations nationwide.

PSN In-Store:

- Guaranteed distribution with measured results
- Average CPM is under \$3.00
- Largest retail media network in the U.S.
- Distribution nationwide or to a city, state, or region
- Reaches customers in all of the top 200 DMAs
- Significantly lower rates and greater reach than any other national radio network

Statistics show that 63% of U.S. shoppers visit a grocery store two or more times per week, and more than 40% of shoppers made an unplanned purchase after hearing a retail audio ad (Arbitron Retail Media Study), which supports the impact that PSN In-Store PSA spots can have on target audiences for public awareness campaigns.

Major chains include:



and hundreds more...

PSN In-Store Highlights

- Guaranteed audio PSA distribution
- Low-cost with an average CPM of under \$3.00
- Largest retail media network in the U.S.
- Distribution nationwide or to a targeted city, state or region
- Measurable results and reporting
- Reaches consumers in a captive environment
- Significantly lower rates and greater reach than any other national radio network