



Introduction

PSN (The Public Service Network) is a national media network built exclusively for government agencies and nonprofit organizations to provide prime media positioning and guaranteed delivery of public service campaigns. The network provides distribution services at the lowest possible rates that include built-in earned media value.

Over the past 14 years PSN has continued to monitor and transition its procedures to meet industry best practices when it comes to evolving distribution, packaging, and tracking technologies that better serve its client and media relationships. The PSN brand has earned industry-wide trust from traditional broadcast and new media outlets by providing high quality PSA content from qualified non-profit and government sources.

To add guaranteed and targeted media coverage, PSN has developed innovative media distribution channels for public service messaging campaigns — more than 200,000 outlets and growing that include grocery and drug stores, entertainment venues, airports, physician waiting rooms, pharmacies, and online digital networks. By aggregating location-based channels outside of traditional media, PSN has established a one-stop resource that consists of a wide variety of unconventional media outlets. The network enables government agencies and nonprofits to achieve maximum impact for their messages at the lowest possible rates.

Network Highlights

- More than 200,000 outlets
- Partnering with nonprofits and government
- Guaranteed PSA distribution
- Built-in earned media value
- Low-cost traditional and unconventional channels
- Integrated campaigns with measurable impact
- Reaches consumers at key decision-making points
- Digital media networking
- Broad and niche geographic and demographic targeting

Key PSN Differentials

- Guaranteed placement
- Prime daytime hours
- Significantly discounted ratecard
- Built-in earned media value
- Highly measurable
- Broad and targetable channels

PSN channels place important information in the hands of individual consumers at the point-of-purchase or the point-of-care. Narrow targeting does not get any more precise, accounting for the highly effective outcomes from PSN campaigns.

Channels

PSN currently offers a wide variety of traditional and location-based media channels, each of which guarantees unique reach to the public:

- PSN DIGITALradio
- PSN Pharma
- PSN TV
- PSAbank
- PSN eMD
- PSN Public Media
- PSN Waiting Room
- PSN Digital Video
- PSN In-Store
- PSN Radio
- PSN Airport
- PSN Grassroots

The bottom line, PSN will deliver major media participation for client outreach campaigns, ensuring that the message will reach and engage the target audience and exceed program goals and objectives.