PSN Billboard
MEDIA CHANNEL CASE STUDY

Reach Commuters and Travelers with PSN Billboard!

PSN Billboard places your print or electronic PSAs in both targeted and mass consumer high-reach locations throughout your coverage area.

PSN Billboard is an all-encompassing outdoor distribution channel that offers government agencies and nonprofit organizations the ability to place public service announcements (PSAs) in a variety of locations that reach pedestrians, truck and automobile traffic, and transit ridership.

How It Works

PSN will work with your organization to reach your target market and distribute your message on major transportation corridors and roadways in areas with the largest target populations by region, state, or nationwide.

Billboard Services Include

- Strategic national, regional, state, and local placement plans to maximize reach
- Guaranteed distribution
- Regional and local market reach and saturation
- Digital billboards: No printing or installation costs
- Captive audience

Targeting

PSN will work with you to build a customized distribution list that will reach your target audience with the greatest reach and frequency.

Impressions

PSN Billboard campaigns will will generally run for a minimum of one month, averaging thousands of impressions on a daily basis.

CHANNEL HIGHLIGHTS

Excellent reach with numerous demographic targets

Low-cost PSA rates

Captive audience and guaranteed impressions

Includes printing and installation

Traditional vinyl and digital billboards available (depending on location)

Available on the GSA Schedule

PSN
publicservicenetwork.com

STATE NUTRITION AWARENESS

CLIENT
State Department of Health

MEDIA CHANNELS USED
Billboard, Digital banners, Pre-roll video, C-Store, Email, In-Store, Radio

TARGET AUDIENCE
Families with less than $45,000 in household income

DONATED IMPRESSIONS
1,795,514

TOTAL IMPRESSIONS
4,634,902

PSN partnered with the state agency (sponsor) and local implementing agencies to provide comprehensive distribution of the social marketing campaign. The campaign focused on educational messaging on the topic of food resource management, offering tips and tactics to help targeted populations to "plan, purchase and prepare meals on a budget."

Billboards were placed on main transportation corridors and in close proximity to shopping locations where data indicates that at least half of the local resident population had a household income of less than $45,000 per year.

The billboard campaign generated 1.8 million free impressions and over 4.5 million total impressions during the campaign period.

STATE RX SAFETY CAMPAIGN

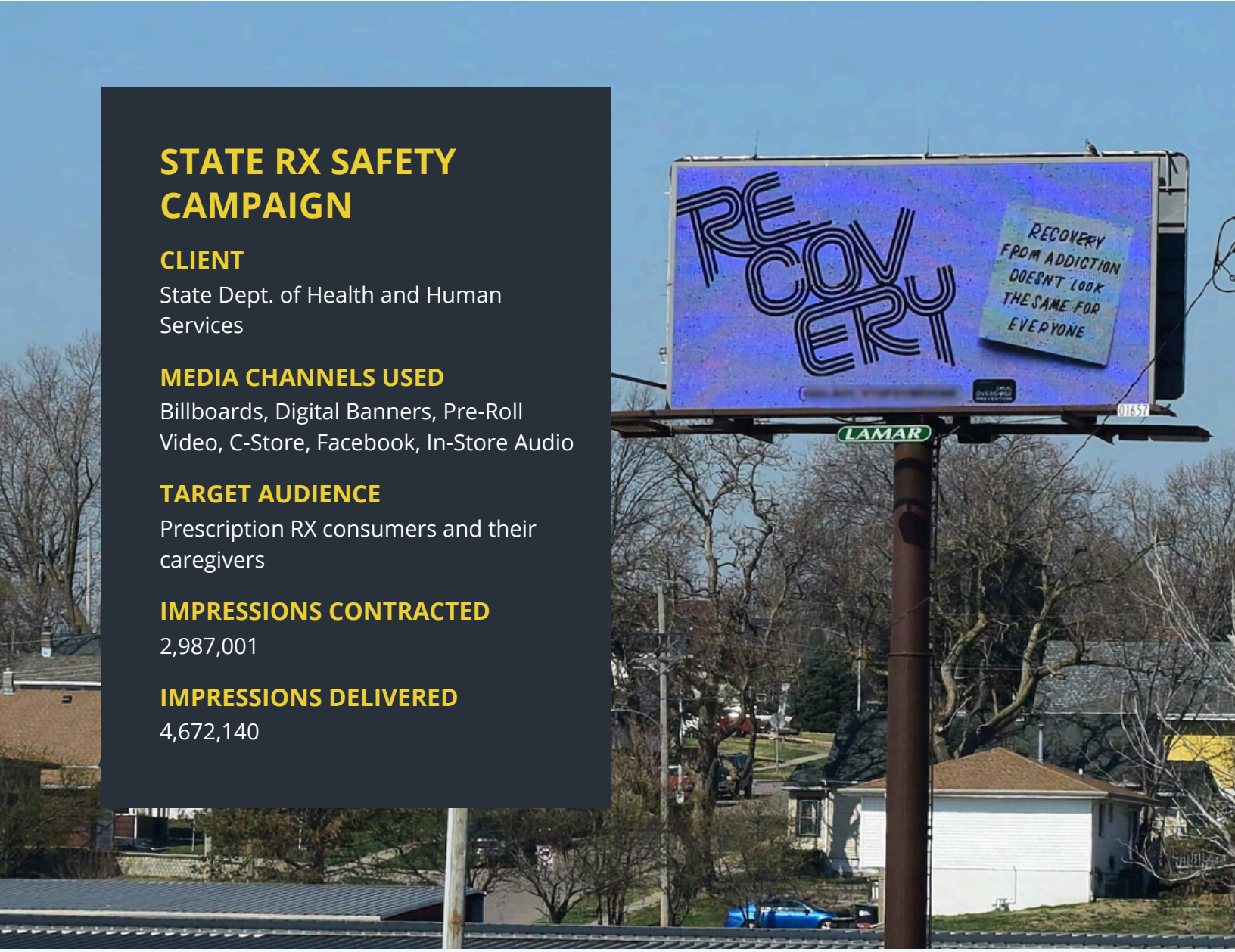
CLIENT
State Dept. of Health and Human Services

MEDIA CHANNELS USED
Billboards, Digital Banners, Pre-Roll Video, C-Store, Facebook, In-Store Audio

TARGET AUDIENCE
Prescription RX consumers and their caregivers

IMPRESSIONS CONTRACTED
2,987,001

IMPRESSIONS DELIVERED
4,672,140



A state Department of Health and Human Services, Division of Public Health Drug Prevention, contracted with the Public Service Network on a media campaign designed to prevent drug overdoses. An integrated media campaign was used to widely distribute two messages: "Recovery From Addiction Doesn't Look the Same for Everyone" and "Naloxone Can Reverse Overdoses."

During the campaign period, the PSA message appeared on 15 billboards in targeted and high-traffic locations throughout the state, generating more than 4.6 million impressions, including bonus impressions. The state saved creative costs by using the materials designed for a federal campaign.

The state billboard message generated over 1.6 million free impressions and over 4.6 million total impressions during the campaign period.

NATIONAL OPIOID SAFETY CAMPAIGN

CLIENT
Dept. of Health and Human Services

MEDIA CHANNELS USED
Billboards, Waiting Rooms, In-Store, Digital, Airports, TV, Radio

TARGET AUDIENCE
Adults 18 and older, hospitals, and physicians' offices

IMPRESSIONS CONTRACTED
10,000,000

IMPRESSIONS DELIVERED
20,456,456

The Department of Health and Human Services created PSA campaign materials to raise awareness of the serious dangers of keeping unused opioid pain medicines in the home and to provide information about safe disposal of these medicines. HHS contracted with PSN to develop a media placement plan to reach the target audience using low cost and donated media.

The campaign used the Billboard channel to reach commuters and travellers as part of the broad media distribution effort. The billboard PSAs generated over 20.4 million impressions, including more than 10 million free impressions.

In total, the campaign generated over 1.6 billion impressions.

IMPRESSIONS CONTRACTED VERSUS DELIVERED