

## PSA Campaign Tip #6

### "How to Plan Your Budget for a PSA Campaign"



When building your PSA campaign budget, remember this guiding principle: Invest in the strongest production quality you can reasonably afford, but never at the expense of marketing and distribution. A polished, professional PSA helps you stand out and deliver meaningful impact with your target audience—but only if people actually see it.

One of the most common pitfalls we see is organizations overspending on production and then treating distribution as an afterthought. This often leaves too little funding to properly market, place, and promote the PSA—ultimately limiting reach, impressions, and measurable outcomes.



Effective PSA campaigns succeed when production and distribution are planned together

The truth is, **high performance is not always tied to high production cost.** We've seen PSAs produced for **\$10–\$20K** generate hundreds of millions of impressions, outperforming campaigns that spent several hundred thousand dollars on production alone. Smart allocation matters more than big budgets.

#### To maximize results:

- Prioritize strong, audience-aligned creative
- Allocate adequate resources for distribution and promotion
- Build your budget so every dollar supports your KPIs and long-term goals

[Contact PSN](#) for more information—or to discuss your next PSA media plan.

To see all of the PSA Campaign Tips to date, please click [here](#) to visit the landing page.

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#### About PSN – The Public Service Network

PSN is a national media network built exclusively for the dissemination of nonprofit and government social marketing campaigns. The Network offers a variety of traditional donated media programs as well as guaranteed digital and out-of-home channels that deliver public service announcements (PSAs) via more than 200,000 outlets nationwide. This includes the use of television and radio stations, broadcast and cable networks, grocery and drug stores, physician waiting rooms, concert venues, transit agencies, pharmacies and more. PSN's services are available for use exclusively by government agencies and nonprofit organizations and generate measurable impact with targeted audiences locally, regionally or nationwide.

#### The PSN Guarantee

The bottom line, PSN will deliver major media participation for client awareness campaigns on a low-cost and guaranteed basis, ensuring that the messaging will reach and engage the target audience and exceed objectives via proven media channels that are managed and evaluated using industry best practices and measurement methodologies.

[Contact our PSN Team](#)

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