

PSA Campaign Tip #5



"If you want to grab donated media placements, take advantage of slow advertising periods!"

With the holidays over, agencies and organizations like yours are settling back into their routines. This is a great moment to think strategically about your outreach plans for the months ahead.

Here's an important media tip to kick off the year strong:



January, February, and March are prime opportunities to grab donated media placements.

January, February, and March are three of the best months of the year for donated media campaigns—and that window is open *right now*. Historically, these months are the slowest for advertisers, with February often being the quietest month of the entire year. After the holiday rush, retailers significantly reduce their advertising, leaving radio and television stations with a surplus of unsold airtime.

Rather than letting that inventory go unused, stations actively seek out high-quality public service announcements to fill those open slots. For nonprofit and government campaigns, this creates a powerful opportunity. Right after the holidays, stations are especially receptive to PSAs, and **we consistently see strong results with donated airings during this period.** Both radio and television tend to deliver more placements and, in many cases, stronger dayparts than during busier advertising seasons.

The key is timing. **If you want to take full advantage of this prime donated media window, now is the time to act.** Campaigns that are ready to go in January, February, or March are best positioned to benefit from increased availability and station demand for PSAs.

If you have a campaign in mind—or an existing PSA that could be refreshed or redeployed—we're here to help you move quickly and make the most of this seasonal opportunity. Reach out to your PSN team to get started today.

[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.

[Contact Us](#)

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](#)

703.229.1202 (o)

Offices: Annapolis, MD; Fairfax, VA

publicservicenetwork.com

psabank.com

[View Online](#)

[Unsubscribe](#)

