

PSA Campaign Tip #1

"Secure Unlimited Rights in Perpetuity for your PSA Creative"



PSAs with unlimited usage rights can earn **free media placements for years** adding up to thousands of dollars in value across TV, radio, print, and more. To maximize message longevity, secure *"Unlimited Usage Rights in Perpetuity"* for all PSA content, including professional talent, subject matter experts, music, stock footage, and images.



Standard rights often expire in one year and can significantly limit the use of a PSA since stations and networks are legally obligated to remove these PSAs from circulation once the rights expire. For more information on PSA rights management, [please contact PSN](#) to discuss your next PSA production and campaign.

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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