

# NONPROFIT CAMPAIGN 11/30/21 – 11/29/22



**APPROXIMATELY 138,488 AIRINGS**

**TOTAL AUDIENCE ESTIMATE: 897,764,800 GROSS IMPRESSIONS**

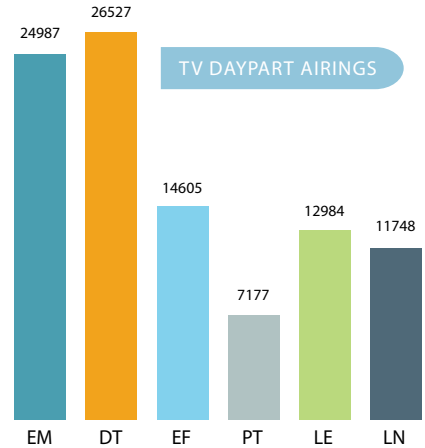
**CAMPAIGN AD EQUIVALENCY ESTIMATE\*: \$18,060,909.00 (COMMERCIAL CPM: \$20.12; ACTUAL CAMPAIGN CPM: \$.11 )**



### TV PSA DISTRIBUTION RESULTS

#### TV NATIONWIDE AIRINGS: 98,028

- 12,770 airings on 23 networks (Fox Business, Fox News, GetTV, Heroes & Icons, Movies!, Start, Story, Mega, NFL Sunday, and various regional sports networks)
- 85,258 airings on 896 local stations in 184 DMAs
- Total Audience Estimate: 787,008,750 gross impressions
- Ad Equivalency Estimate\*: \$16,525,225.00 (Commercial CPM: \$21.00)

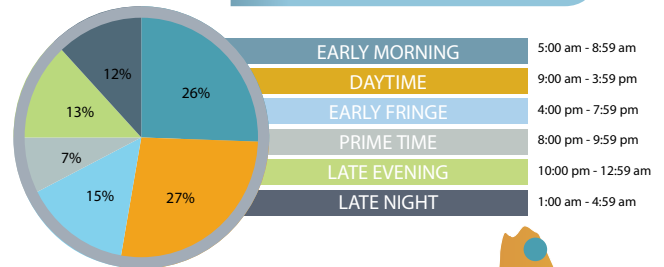


### RADIO PSA DISTRIBUTION RESULTS

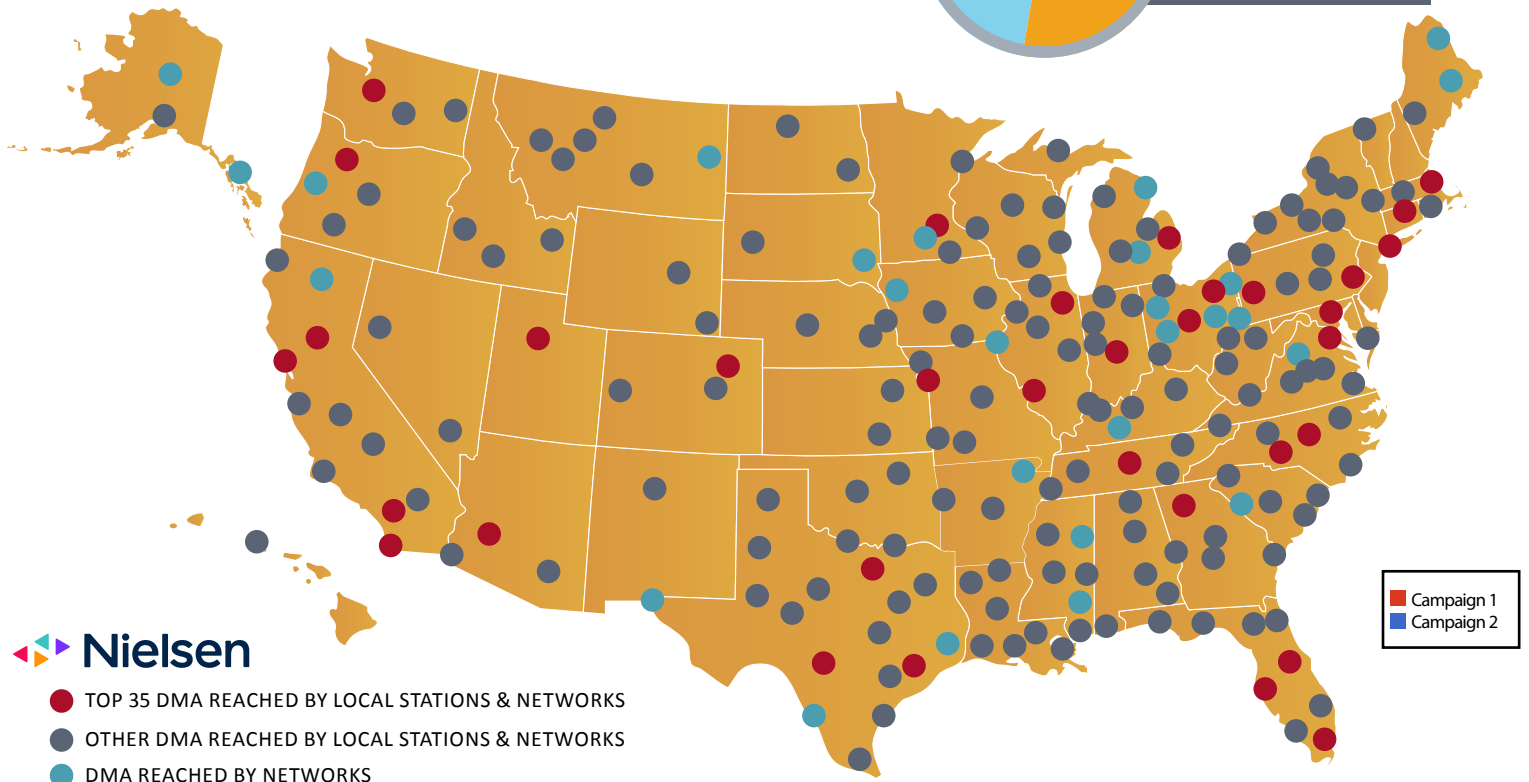
#### RADIO NATIONWIDE AIRINGS: 40,460

- 2,727 Nielsen confirmed airings on 48 stations and a SiriusXM network
- 37,733 estimated airings on Projected Media Participants (PMP)
  - 203 non-Nielsen stations, 5 networks and a program
- Total Audience Estimate: 110,756,050 gross impressions
- Ad Equivalency Estimate\*: \$1,535,684.00 (Commercial CPM: \$13.87)

### TV DAYPART AIRINGS PERCENTAGE



### LOCAL TV AIRINGS BY DMA\*\*



\*To estimate Ad Equivalency, PSN uses historical rates from previous and current campaigns, data from Nielsen and SQAQ (two organizations recognized as industry standard media cost forecasting sources for national TV and radio), competitor evaluation metrics, and pricing information received from TV stations and networks. \*\*Map does not include network airings.