



TV PSA - Comparative Airings By Daypart

02/01/2015 - 2/4/2016

Project Number: 19579
Title: Campaign Name Goes Here
Client: Client Name Goes Here

Release Date: 02/01/2015
Report Date: 2/4/2016
of Stations: 600

PSA Title :60	PSA Title :30	PSA Title :15	PSA Title :60
PSA Title :30	PSA Title :15		

TV PSA - Comparative Airings By Daypart

Title	Total			
	Number of Stations	Number of Airings	Audience Impressions	Media Value
PSA Title :60		14,969	413,127,659	\$13,556,592
Early Morning: 5 AM - 9 AM	65	2,956	128,299,559	\$2,735,073
Daytime: 9 AM - 4 PM	63	2,661	65,563,333	\$1,416,769
Early Fringe: 4 PM - 8 PM	65	1,540	61,871,382	\$2,098,353
Primetime: 8 PM - 10 PM	44	494	41,552,795	\$3,171,791
Late Evening: 10 PM - 1 AM	67	2,329	55,917,512	\$2,714,839
Late Night: 1 AM - 5 AM	73	4,989	59,923,078	\$1,419,767
PSA Title :30		7,632	221,282,805	\$1,766,834
Early Morning: 5 AM - 9 AM	52	1,129	46,365,456	\$165,204
Daytime: 9 AM - 4 PM	56	2,443	64,274,128	\$491,364
Early Fringe: 4 PM - 8 PM	40	1,048	25,909,812	\$403,821

Title	Total			
	Number of Stations	Number of Airings	Audience Impressions	Media Value
Primetime: 8 PM - 10 PM	31	319	13,077,071	\$249,079
Late Evening: 10 PM - 1 AM	53	1,029	22,950,503	\$262,853
Late Night: 1 AM - 5 AM	64	1,664	48,705,835	\$194,513
PSA Title :15		2,459	22,219,464	\$553,164
Early Morning: 5 AM - 9 AM	21	420	2,995,927	\$58,502
Daytime: 9 AM - 4 PM	22	678	5,701,424	\$104,960
Early Fringe: 4 PM - 8 PM	23	472	4,424,471	\$101,653
Primetime: 8 PM - 10 PM	16	76	3,383,953	\$126,837
Late Evening: 10 PM - 1 AM	23	347	3,810,001	\$117,214
Late Night: 1 AM - 5 AM	19	466	1,903,688	\$43,998
PSA Title :60		11,568	177,919,117	\$4,355,397
Early Morning: 5 AM - 9 AM	48	2,081	30,169,689	\$389,268
Daytime: 9 AM - 4 PM	53	2,209	39,352,672	\$599,320
Early Fringe: 4 PM - 8 PM	53	1,453	29,118,067	\$763,220
Primetime: 8 PM - 10 PM	34	666	22,162,665	\$1,081,722
Late Evening: 10 PM - 1 AM	51	1,902	33,052,208	\$1,078,516
Late Night: 1 AM - 5 AM	55	3,257	24,063,816	\$443,351
PSA Title :30		5,077	61,017,407	\$1,924,594
Early Morning: 5 AM - 9 AM	52	837	13,005,194	\$293,723
Daytime: 9 AM - 4 PM	45	1,171	12,720,328	\$404,365
Early Fringe: 4 PM - 8 PM	47	636	10,645,896	\$337,184
Primetime: 8 PM - 10 PM	33	206	5,495,543	\$231,358
Late Evening: 10 PM - 1 AM	46	813	10,927,547	\$449,725
Late Night: 1 AM - 5 AM	53	1,414	8,222,899	\$208,239

Title	Total			
	Number of Stations	Number of Airings	Audience Impressions	Media Value
PSA Title :15		2,857	20,307,220	\$504,903
Early Morning: 5 AM - 9 AM	26	405	2,214,510	\$50,281
Daytime: 9 AM - 4 PM	27	611	6,137,546	\$107,934
Early Fringe: 4 PM - 8 PM	26	440	5,386,487	\$112,530
Primetime: 8 PM - 10 PM	20	67	1,426,673	\$53,354
Late Evening: 10 PM - 1 AM	25	445	3,275,682	\$95,602
Late Night: 1 AM - 5 AM	24	889	1,866,322	\$85,202
Grand Totals =		44,562	915,873,672	\$22,661,484