



Traditional TV PSA



Introduction

The Public Service Network (PSN) offers television station, broadcast and cable network placement of 15, 20, 30, or 60 second public service announcements (PSAs) by government agencies and nonprofits. Customized countdowns and slates with an acquired Ad-ID, as required and specified by each network, will be produced.

A customized TV station and broadcast and cable network distribution list is prepared as well as a pitch list and callback list for client approval to ensure that key stations and networks are contacted directly to facilitate carriage.

With client approval, an HTML media advisory incorporating campaign information and a secure, digital, file sharing utility, which media outlets can use to automatically download the materials in their preferred format, will be prepared and distributed to more than 2,100 stations and networks.

PSA Distribution

PSN distributes PSAs via HD and SD broadcast downloadable links and through specialty channels determined by networks. Pitch calls are conducted to secure carriage of the PSA and support for the program. Follow-up calls to stations/networks will be made as needed. Video pitch notes and training for the marketing team are included.

Tracking and Reporting

PSN is a Nielsen partner. Nielsen tracking and reporting are included as part of each nationwide PSA program. Client video PSAs are encoded for tracking purposes. Weekly airings reports include frequency, time and date of airing; station, network or cable outlet; and DMA. PSN final reports include estimated gross impressions and ad equivalency rates. Nielsen special reports are also available from PSN for an additional fee.

Finally, each nationwide PSN campaign receives an interactive, one page infographic with the final report that summarizes all of the relevant campaign outcomes.

PSN TV Highlights

- Customized distribution
- Station pitching with PSA placement requests
- Usage tracking
- 2,100+ outlets
- Nielsen tracking included
- Programs yield millions of dollars in ROI annually
- English and Spanish campaigns



Interactive infographic with campaign outcomes is included with the final report