

2018 PSA Year in Review

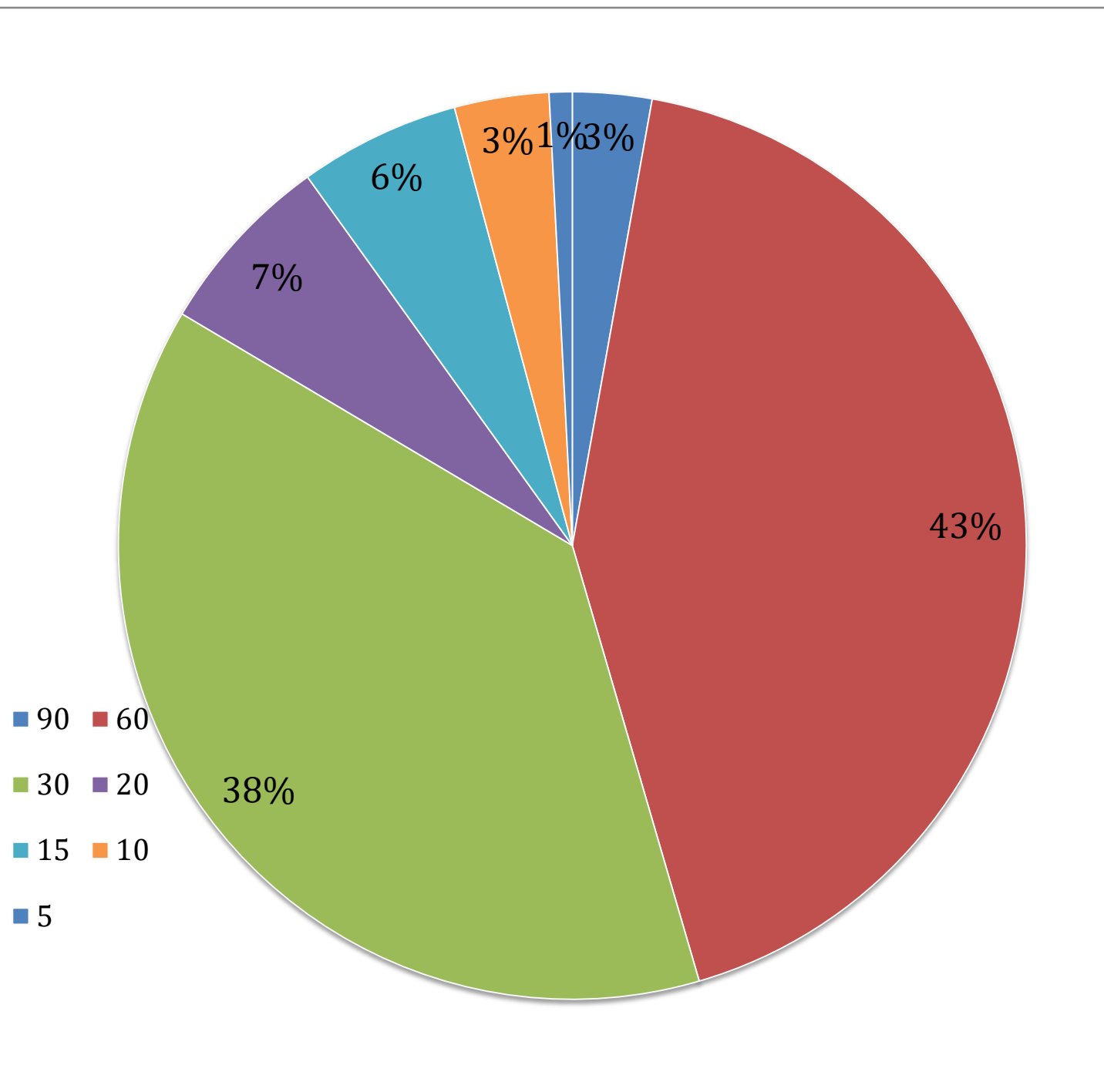
Prepared by-



800-944-9134



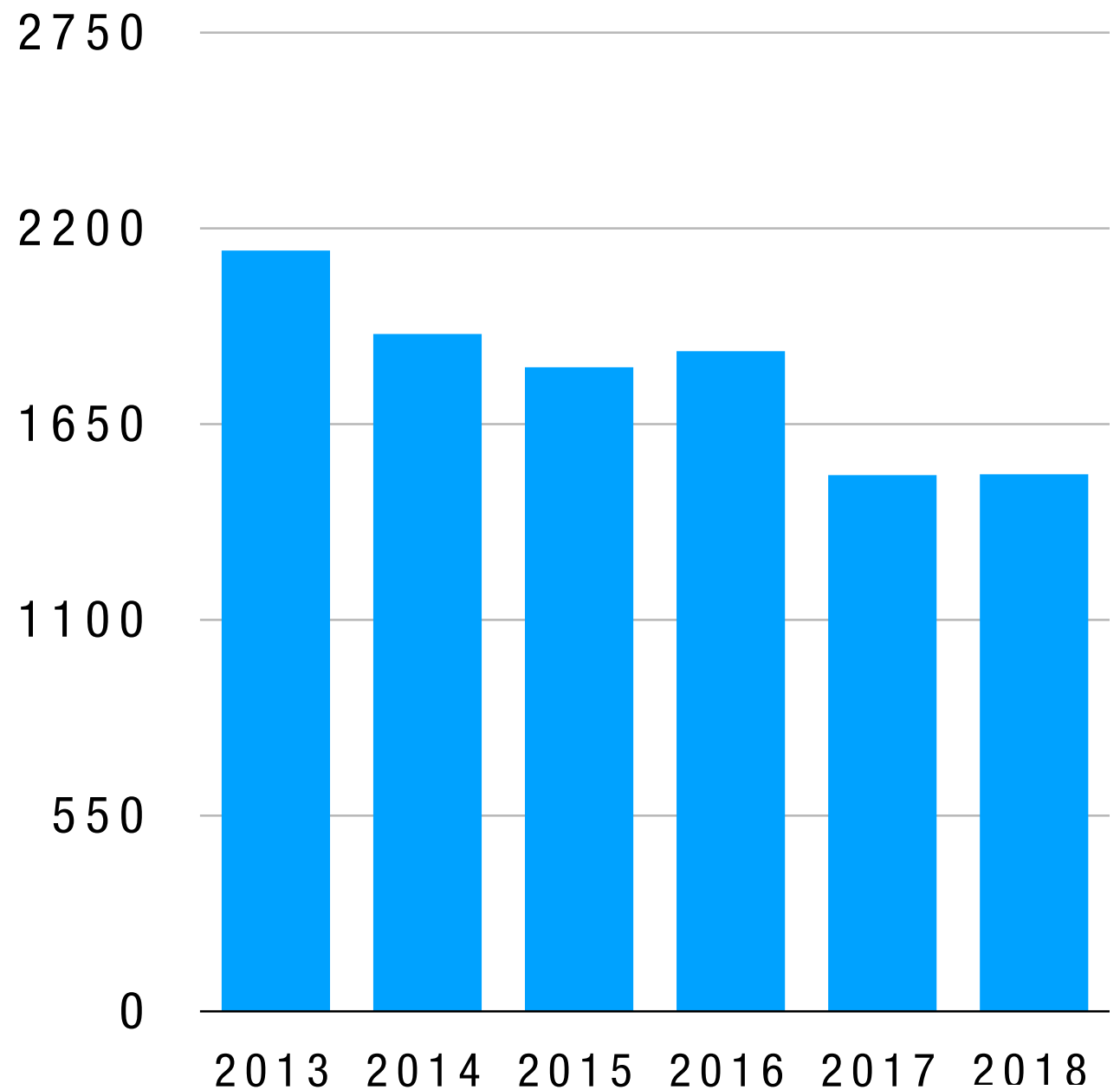
2018 PSA Airing by Length



This chart shows the percentage of airings by lengths. In 2018 the 30 and 60 second lengths came closer to even. The 60 second length increase to 43% from the 2017 rate of 41%. The 30 second length increase to 39% from the 2017 rate of 34%. The 90 second length again appears on the chart with a solid 3% and the 5 second spots achieved 1% of the airings. The 15, and 20 second lengths remained constant at 6-7%.

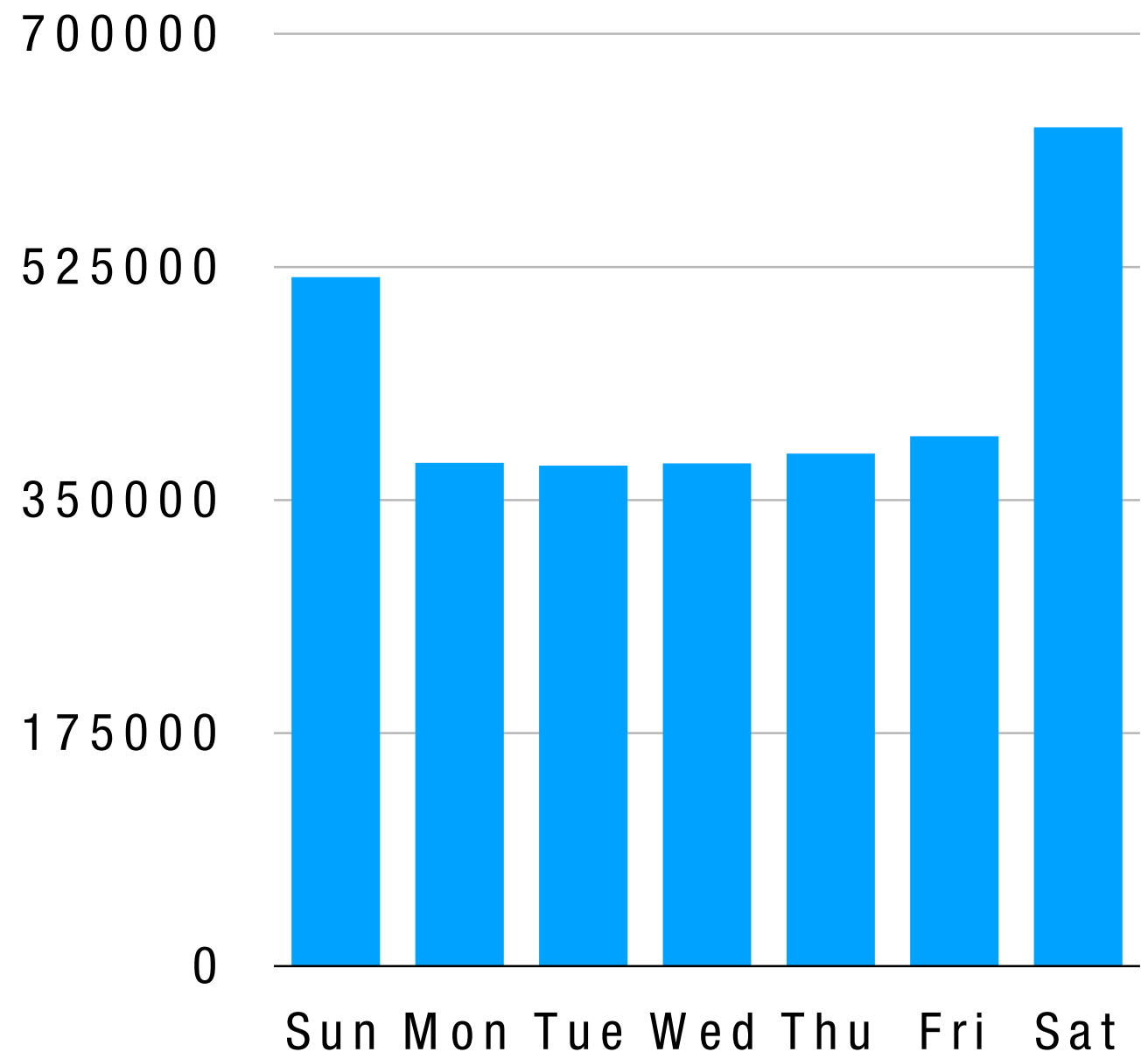
Total number of PSA Campaigns by Year

The number of PSAs was almost the same as in 2017. After a decade of steady increases peaking in 2013, PSAs have decreased to pre-2000 levels. This provides your nonprofit with the ability to acquire more airings as the number of airings has remained relatively the same.



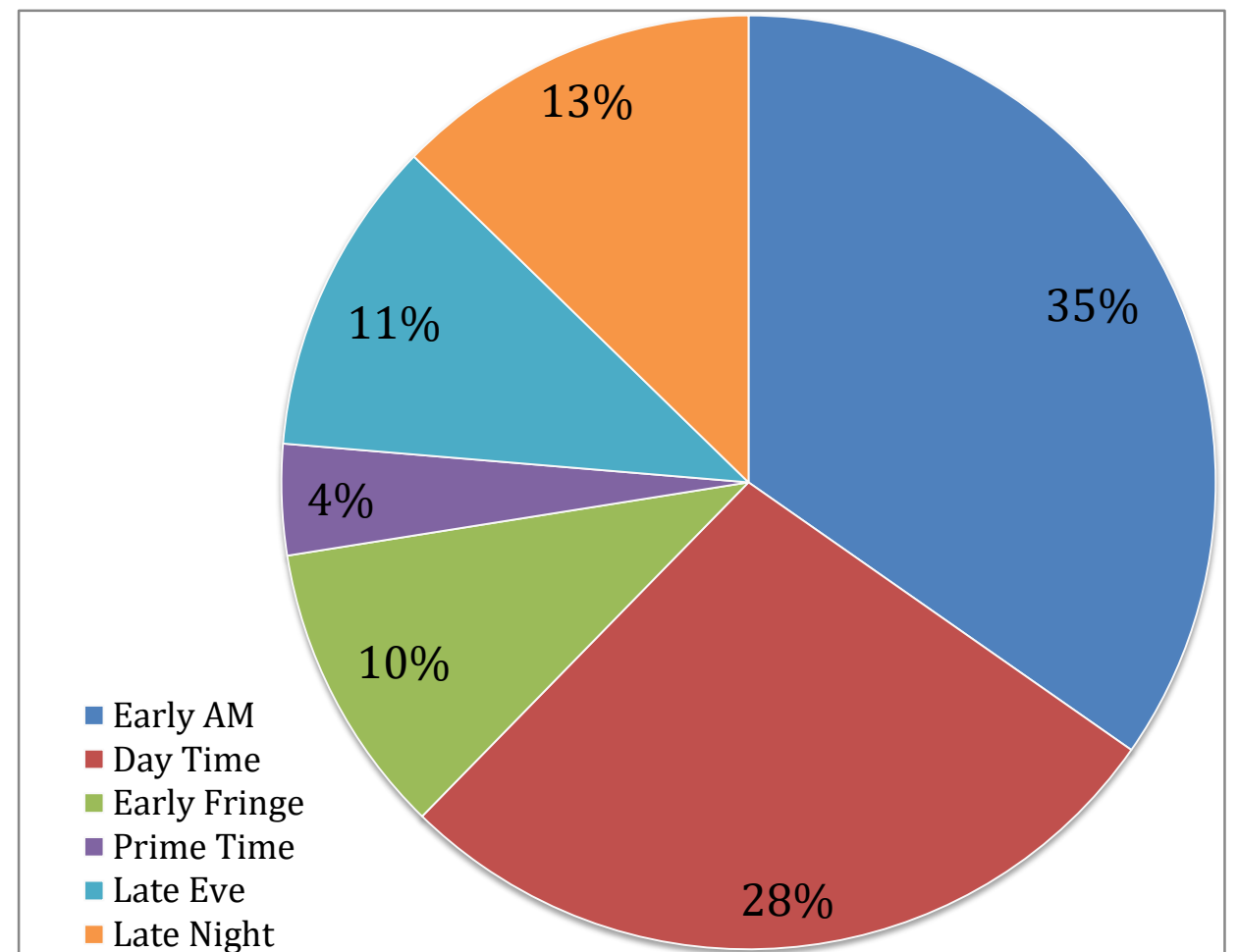
Airings by Day of the Week

As in both 2016 and 2017 the airings by day of the week in 2018 shows a very steady rate Monday through Friday. There is a sharp increase in Saturday and Sunday.



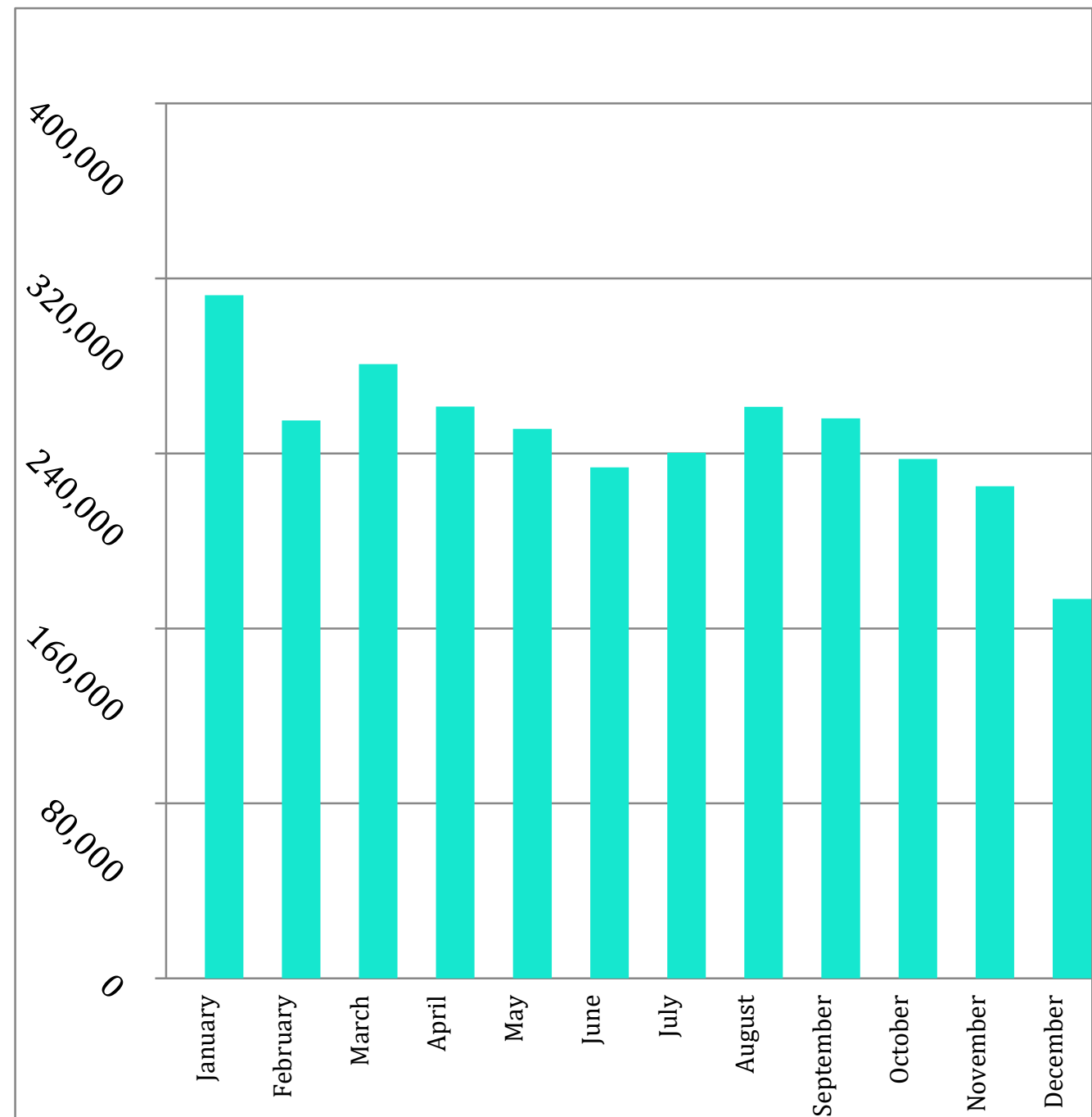
PSAs Airing by Daypart

There were not significant changes from 2017 to 2018 in when PSAs aired. The daypart that was most populated was Early AM (Good Morning America) time slot (2018 35% versus 2017 36%). Followed closely by Day Time with 28% this year versus 24% in 2017. The other day parts were almost exactly the same as in 2017.



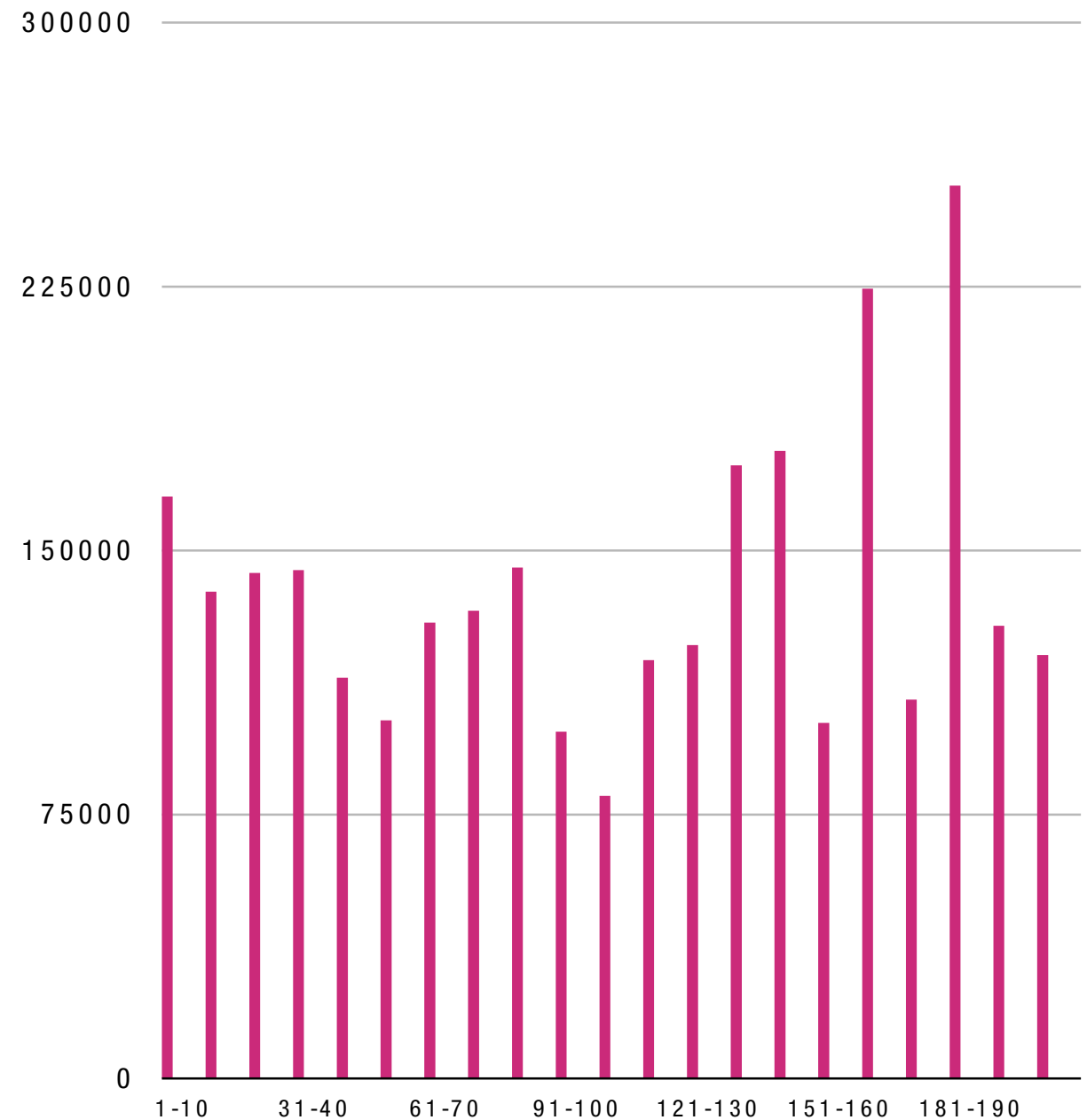
PSA Airings by Month

Airings are mostly consistent throughout the year with increases in the first months to the year and drops in October, November and December.



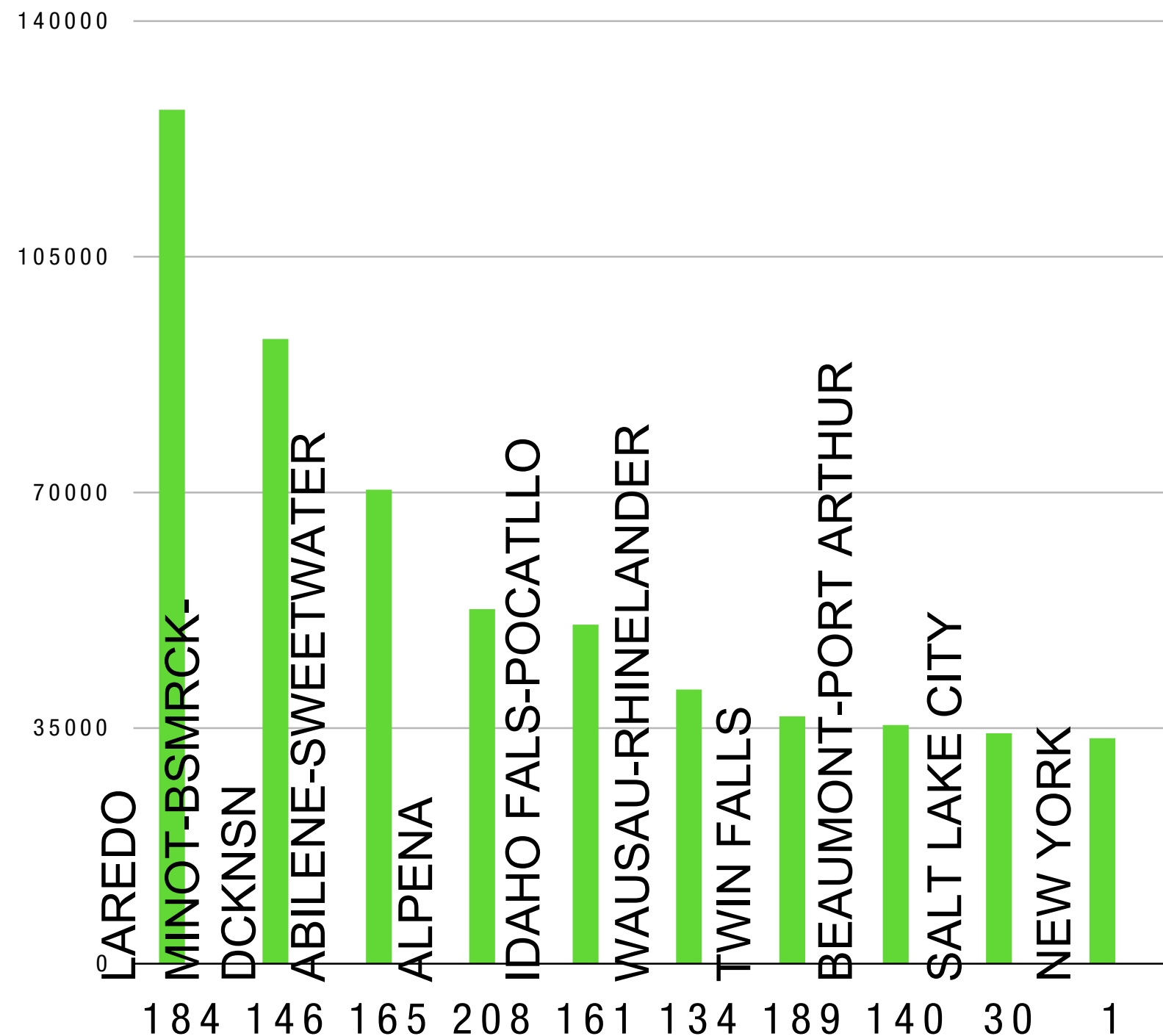
Market Grouped by Tens total 2018 Airings

To produce this graph, TV Access added all the airings in each group of ten markets. the graph shows that the top 40 markets performed very similarly. In some of the higher market groups there were stations that aired the messages thousands of times skewing the graph with some out of portion bars.

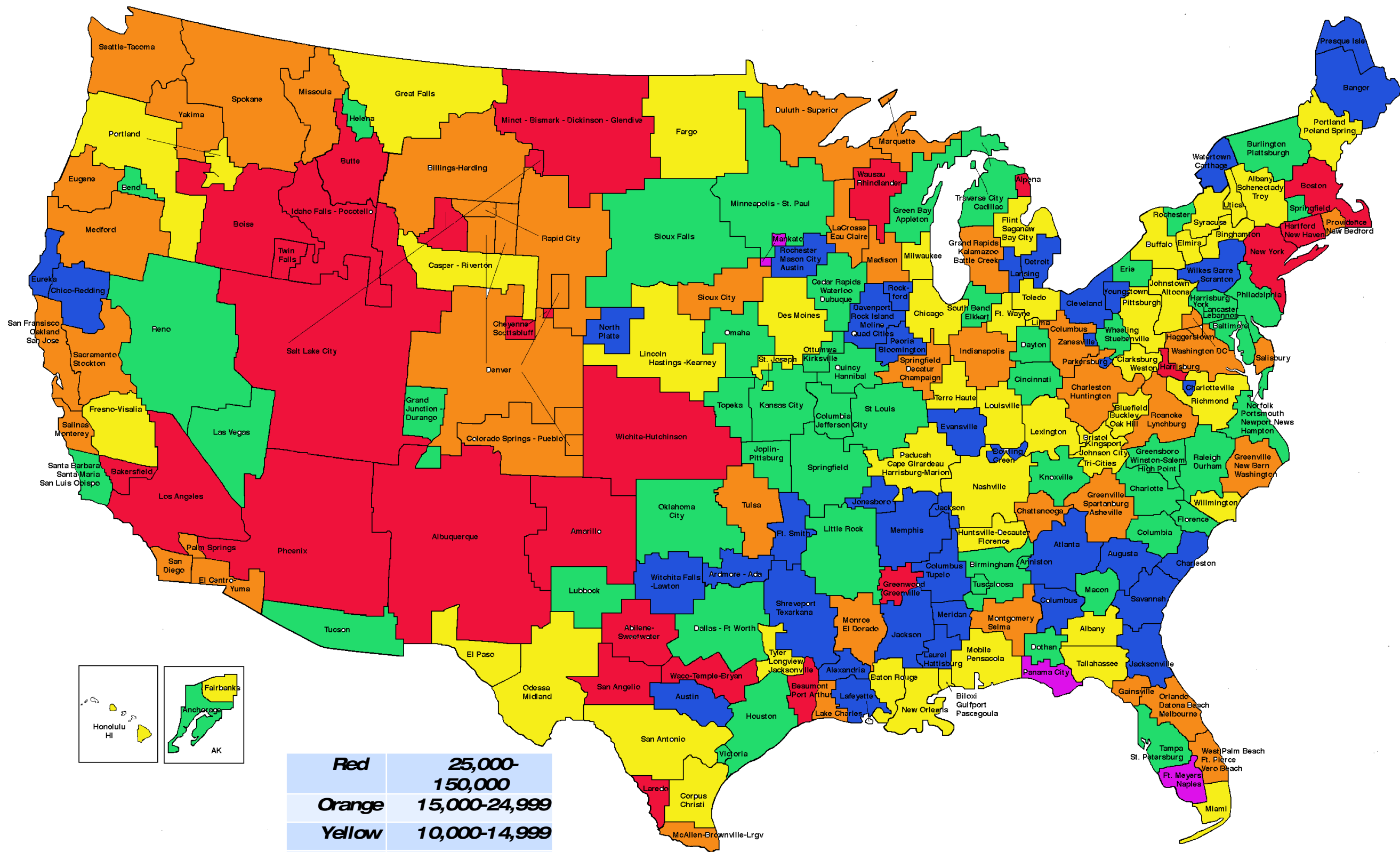


Top Markets by Number of Airings

The top 10 markets by number of airings are charted, with the rank of the market listed below. Only four markets repeats from last year's chart and no market has lasted more than five years on this ranking.



Markets by Number of Airings



Red	25,000-150,000
Orange	15,000-24,999
Yellow	10,000-14,999
Green	5,000-9,999
Blue	1,000-4,999
Purple	1-999