

# DIGITAL Radio



## Introduction

PSN DIGITAL Radio offers government agencies and nonprofits the ability to deliver 30-second audio public service announcements (PSAs) and digital banners to consumers across all of their digital devices from computers to smartphones and other mobile platforms. Placement is guaranteed via the leading online music and digital audio content providers including major market radio stations such as WTOP, radio networks such as CBS Radio, Entercom, Univision, Entravision, Radionomy, Mixcloud, SHOUTcast and many more.

## How It Works

Your PSA message is delivered to the public while they are listening to streaming online music and digital content at home, at work and on the go. The Digital audio program provides guaranteed campaign outcomes using both digital audio PSAs and banners that appear on the mobile device.

## How it Targets

Messaging can be targeted to audiences by unique identifiers:

- Location
- Device
- Demographics
- Formats/Content
- Language
- Retargeting
- Frequency Capping
- Competitive Separation

## Impressions

PSN DIGITAL Radio campaigns run for three months over the digital networks yielding 15 million impressions and can be customized to deliver target audiences through selected filters. PSN will provide a final summary report of participating networks and spot air times.

As an option, an additional 2.5 million banner ads can be added to accompany the audio spots. This will provide additional tracking and measurement capabilities using Google Analytics.

## Channel Highlights

- Guaranteed PSA distribution
- Strong metrics and measurement
- Reaches target market via digital audio PSA content and banner ads (optional) on mobile devices
- Banners may be tagged for GA tracking and analytics
- Digital media networking
- Targeting by unique identifiers

