



Introduction

The Public Service Network (PSN) is a national media network built exclusively for government agencies and nonprofit organizations to provide prime media positioning and guaranteed delivery of public service messaging and public education campaigns. The network provides distribution services at the lowest possible rates that include built-in earned media value.

The increase in public service announcements (PSAs) over the past 10 years has created unprecedented demand for the placement of these spots on traditional media (TV, radio, print). PSA inventory is increasingly difficult to secure and usually not guaranteed by participating media outlets, adding to the perceived risk of launching federal and nonprofit public education campaigns of this kind.

To fill the gap, PSN creates innovative media distribution channels for public service messaging campaigns — more than 100,000 outlets and growing that include grocery and drug stores, physician waiting rooms, concert venues and pharmacies. By aggregating location-based channels outside of traditional media, PSN has established a one-stop resource that consists of a wide variety of unconventional media outlets. The network enables government agencies and nonprofits to achieve maximum impact for their messages at the lowest possible rates.

Network Highlights

- Partnering with nonprofits and government
- Guaranteed PSA distribution
- Built-in earned media value
- Low-cost traditional and unconventional channels
- Integrated campaigns with measurable impact
- Reaches consumers at key decision-making points
- Digital media networking
- Broad and niche geographic and demographic targeting

Key PSN Differentials

- Guaranteed placement
- Prime daytime hours
- Significantly discounted ratecard
- Built-in earned media value
- Highly measurable

PSN channels place important information in the hands of individual consumers at the point-of-purchase or the point-of-care. Narrow targeting does not get any more precise, accounting for the highly effective outcomes from PSN campaigns.

Channels

PSN currently offers nine traditional and location-based media channels, each of which guarantees unique reach to the public:

- PSN DIGITAL Radio
- PSN In-Store
- PSN Radio
- PSN eMD
- PSN Pharma
- PSN TV
- PSN Entertainment
- PSN Public Media
- PSN WaitingRoom