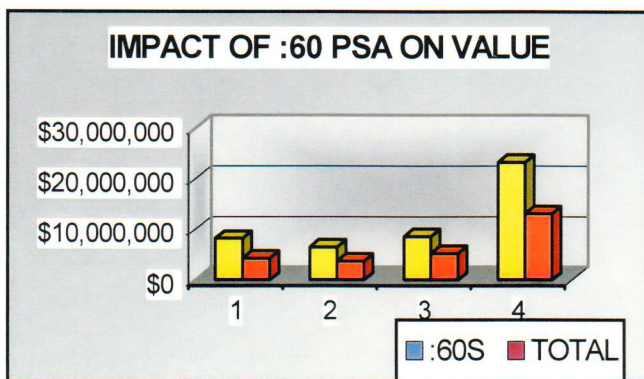
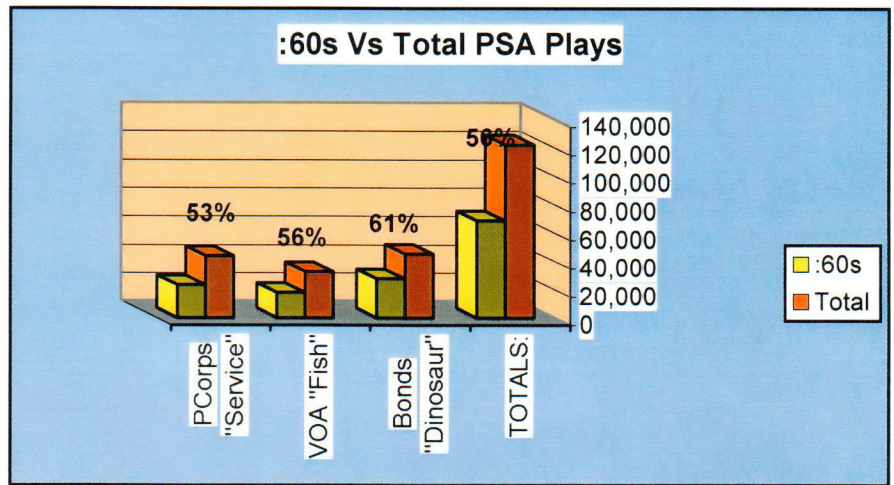




### CASE FOR :60s TV PSA

When distributing and evaluating public service advertising campaigns, one of the most frequently asked questions we get is “what spot lengths do TV stations use most frequently?” When we respond to that question with “sixty-second spot lengths,” nearly every person who has posed the question expresses disbelief. In fact, we didn’t believe the data at first ourselves. However, in campaign after campaign, where a sixty-second PSA was included in the campaign, the results are consistent, using the A.C. Nielsen SIGMA tracking system which is as reliable as it gets.



The graph above shows three of the more successful campaigns we have distributed since we began using the A.C. Nielsen SIGMA electronic tracking system seven years ago. The number of sixties was 53% of the total PSAs played on the low end, to a high of 61% and an overall average of 56%.

The combined number of PSAs aired was 122,355 for the three campaigns, which generated \$23,210,753 in

SIGMA value alone. This does not include projected value from bounce-back cards or any other exposure. **Of this total, the sixty-second spots accounted for just under \$13 million of the total value.**