

Women & Blood Clots Back-to-Campus Initiatives, August 2020

Radio Spot and Mat Release Results Report

RADIO SPOT

- A radio spot focused on estrogen-based birth control and blood clot risks was produced and distributed via syndication on *Radio Health Journal*, in conjunction with younger women returning to campus in August 2020.
- Strategically, messaging associated with this spot embraced the unquestionable challenges women are facing as they return to campus in light of the COVID-19 pandemic, but pivoted to blood clot risks connected to choices made relative to hormonal birth control as another important health matter to be addressed.
- Click here to listen: [Women & Blood Clots :60 Radio Spot](#)
- During the one-week broadcast period for this radio spot, August 16 to 23, the following results were realized:

Placement & Reach Analysis	Metrics
Total affiliate radio station broadcasts	650
Total airings radio // Total online streams	660 // 448
Cumulative listenership	51.1 million
Rated DMAs reached	157
Top 25 DMAs reached	24
Percent of nation potentially reached	90.82%

- The cost to purchase this radio air time as ad space, at an industry standard rate of \$125 per unit, is more than \$82,500 compared to our actual cost of \$4,000 for syndicated distribution through *Radio Health Journal*.
- In addition to the airings on these hundreds of radio stations nationwide – including broadcasts in 24 of the top-25 major U.S. media markets, such as New York, Los Angeles, and Chicago – this radio spot also has been placed for on-demand playback on Apple Podcasts, Spotify, iHeartRadio, Google Podcasts, and Stitcher.

RADIO SPOT MARKET REACH

- The markets reached through this promotional effort are shown below, listed relative to their Designated Market Areas ranking as determined by Nielsen.

001 New York	031 San Antonio	061 Knoxville	091 Charleston, SC	121 Traverse City-Cadillac	157 Wheeling-Steubenville
002 Los Angeles	032 Kansas City	062 Little Rock-Pine Bluff	092 Chattanooga	122 Montgomery-Selma	158 Sherman-Ada
003 Chicago	033 Hartford & New Haven	063 Dayton	094 Baton Rouge	123 Lafayette, LA	159 Bangor
004 Philadelphia	034 Columbus, OH	064 Lexington	095 Jackson, MS	125 Bakersfield	162 Idaho Falls-Pocatillo (Jcks)
005 Dallas-Ft. Worth	035 Milwaukee	065 Tucson (Sierra Vista)	096 Burlington-Plattsburgh	126 SantaBarbra-SanMar-SanLuOb	164 Abilene-Sweetwater
006 San Francisco-Oak-San Jose	036 West Palm Beach-Ft. Pierce	066 Honolulu	097 Myrtle Beach-Florence	127 Wilmington	166 Bluefield-Beckley-Oak Hill
007 Washington, DC (Hagrstwn)	037 Cincinnati	067 Green Bay-Appleton	098 South Bend-Elkhart	128 Corpus Christi	167 Hattiesburg-Laurel
009 Boston (Manchester)	038 Greenville-Spart-Ashevil-And	069 Roanoke-Lynchburg	099 Tri-Cities, TN-VA	129 La Crosse-Eau Claire	168 Billings
010 Atlanta	040 Austin	070 Spokane	100 Greenville-N. Bern-Washngtn	130 Columbus, GA (Opelika, AL)	169 Rapid City
011 Phoenix (Prescott)	041 Jacksonville	071 Omaha	101 Ft. Smith-Fay-Sprngdl-Rgrs	131 Chico-Redding	170 Lake Charles
012 Tampa-St. Pete (Sarasota)	042 Norfolk-Portsmouth-Newpt Nws	072 Wichita-Hutchinson Plus	102 Boise	133 Columbus-Tupelo-W Pnt-Hstn	172 Utica
013 Seattle-Tacoma	043 Oklahoma City	073 Springfield, MO	103 Davenport-R.Island-Moline	134 Wausau-Rhinelanders	173 Clarksburg-Weston
014 Detroit	044 Birmingham (Ann and Tusc)	074 Charleston-Huntington	104 Reno	135 Medford-Klamath Falls	174 Quincy-Hannibal-Keokuk
015 Minneapolis-St. Paul	045 Grand Rapids-Kalamazoo-B.Crk	075 Columbia, SC	105 Evansville	138 Rockford	176 Jackson, TN
016 Miami-Ft. Lauderdale	046 Albuquerque-Santa Fe	076 Rochester, NY	106 Johnstown-Altoona-St Colge	141 Palm Springs	178 Alexandria, LA
017 Denver	048 Louisville	077 Flint-Saginaw-Bay City	109 Tallahassee-Thomasville	142 Lubbock	180 Marquette
018 Orlando-Daytona Bch-Melbrn	049 Greensboro-H.Point-W.Salem	078 Huntsville-Decatur (Flor)	110 Ft. Wayne	143 Beaumont-Port Arthur	181 Watertown
019 Cleveland-Akron (Canton)	050 New Orleans	079 Portland-Auburn	111 Springfield-Holyoke	144 Topeka	185 Bend, OR
020 Sacramento-Stokton-Modesto	051 Memphis	080 Toledo	113 Sioux Falls (Mitchell)	145 Odessa-Midland	186 Butte-Bozeman
021 Charlotte	052 Buffalo	082 Waco-Temple-Bryan	114 Tyler-Longview (Lfkn&Ncgd)	147 Wichita Falls & Lawton	189 Lima
022 Portland, OR	054 Richmond-Petersburg	084 Paducah-Cape Girard-Harsbg	115 Youngstown	148 Sioux City	191 Twin Falls
023 St. Louis	055 Fresno-Visalia	085 Colorado Springs-Pueblo	116 Fargo	149 Panama City	193 Parkersburg
024 Pittsburgh	056 Providence-New Bedford	086 Shreveport	117 Eugene	151 Anchorage	195 San Angelo
025 Indianapolis	057 Mobile-Pensacola (Ft Walt)	087 Syracuse	119 Macon	153 Joplin-Pittsburg	205 Helena
026 Baltimore	058 Tulsa	088 Champaign&Springfld-Decatur	120 Peoria-Bloomington	155 Biloxi-Gulfport	
027 Raleigh-Durham (Fayetteville)	059 Albany-Schenectady-Troy	089 Savannah			
028 Nashville	060 Wilkes Barre-Scranton-Hztn	090 Cedar Rapids-Wtrlo-IWC&Dub			
029 San Diego					
030 Salt Lake City					

MAT RELEASE

- A mat release targeted for distribution to online print and broadcast news and information outlets nationwide, focused on estrogen-based contraception and blood clot risks and reflected a timely back-to-campus angle.
- This online feature resulted in **2,528 total placements to date, reaching more than 243 million unique readers/viewers.**
- The **ad equivalency for the purchase of these 2,528 web placements is more than \$2.9 million**, a significant ROI for this one publicity tactic with a line item cost of just \$5,000.
- A cross-section of nationwide mat release placements are shown below. Click on links to the right or left of the image to view:

[KTBS-TV \(ABC\), Minneapolis](#)
[Austin Statesman](#)
[St. Louis Post-Dispatch](#)
[Buffalo News](#)
[The Columbus Dispatch](#)
[Palm Beach Post](#)
[Tucson.com](#)
[KHQ-TV \(NBC\), Spokane, WA](#)
[Colorado Springs Gazette](#)
[Galveston County Daily News](#)



[WFMZ-TV, Ch 69, Allentown, PA](#)
[Milwaukee Journal Sentinel](#)
[Providence Journal](#)
[KTVN-TV \(CBS\), Reno, Nevada](#)
[Erie Times News](#)
[Florida Times-Union](#)
[Worcester Telegram & Gazette](#)
[KTVA-TV \(CBS\), Anchorage, AK](#)
[Cape Cod Times](#)
[Savannah Morning News](#)

CAMPUS AVENUE MAT RELEASE PLACEMENTS

- As in previous years, our mat release pickup was amplified through hundreds of syndicate subscribers via *Campus Avenue*, an online resource accessed by thousands of colleges and universities nationwide. These syndicated placements through *Campus Avenue* serve to extend and reinforce the results our earlier on-campus outreach in 1Q20, or our [Door Hangers](#) and [Clings](#) campaign in 1Q20, and help reach the key target audience of this educational campaign. Click on links below to view samples of these syndicated placements:

[University of Minnesota](#)
[University of Houston](#)
[Pennsylvania State University](#)
[Texas A&M](#)
[University of Central Florida](#)

[Harvard](#)
[Michigan State University](#)
[University of Washington](#)
[University of California - LA](#)
[Virginia Tech University](#)

[New York University](#)
[University of Maryland](#)
[Rutgers University](#)
[University of Colorado](#)
[Arizona State University](#)

[Northwestern University](#)
[Columbia University](#)
[University of Oklahoma](#)
[Oregon State](#)
[George Washington University](#)