



Georgia Trauma Foundation: Atlanta Campaign, 2025

Overview

Dates: July 2025-June 2026 (12 months)

Geographic target: Metro Atlanta

Budget range provided: \$200,000 - \$250,000

Messaging: To mirror "Rural Campaign," i.e., awareness campaign

Media selects: Overview

95.5 FM WSB: Number one radio station in Atlanta

KISS 104.1 FM: Top five Atlanta station, number one urban station

Outdoor: Digital rotator out-of-home campaign in Metro Atlanta

Meta (Facebook and Instagram): Targeting residents 15 miles from center of Atlanta

Schedule and budget

95.5 WSB and KISS 104 run 12 months at \$9,000/month, or \$108,000 total. This campaign includes a large number of no-charge PSAs on KISS.

The out-of-home (billboard) campaign runs 9 months at \$8,000/month, or \$72,000 total.

The Meta campaign runs 12 months at \$1,000/month, or \$12,000 total.

Slush fund: Available for additional opportunities that arrive, \$8,000.

Above total: \$200,000

Media details

Radio

-See attached

Out of home

- Budget: \$8K monthly (\$72K total)
- Length: 9 months
- Estimated CPM: \$3.25
- Estimated Impressions: 18,830,769
- Map attached shows pool of boards we would rotate through.
- **Additional Details:** Given the wide geographic footprint of this campaign we recommend utilizing a digital rotator OOH program to get more impressions for our dollar. With this type of plan, we are able to pay much less per impression by allowing the OOH Ad Server to automatically place our ad where there is available inventory with the best CPM (cost per thousand impressions) at any given time. For example, we might pay \$1K to be on a prime interstate board that typically goes for over \$10K if we were to hand-pick that board. We would give geographic parameters to guide this to ensure the impressions are relevant to our campaign. For this plan, we focused on Atlanta going as far as 2-miles outside of the perimeter.
- **PSA / Space Available Bonus:** Given GTF's nonprofit status, we will also be included in the PSA digital rotator system. This often gets us an additional 10% of the paid impression. This is not factored into the estimated results above as they are not guaranteed and totally based on what's available during our run dates.



Facebook

- Budget: \$1K monthly (\$12K total)
- Length: 12 months
- Targeting: Atlanta residents living within a 15-mile radius from the center of Atlanta. See map!
- Audience Size: 5,400,000 - 6,400,000
- Estimated Daily Results: 6.4K - 19K Reach



GEORGIA TRAUMA FOUNDATION

RADIO PROPOSAL
JULY 2025 – JUNE 2026
MONTHLY COST - \$9,000

RADIO SCHEDULE

NEWS TALK WSB



24 weeks – 2 weeks per month

Weekly Schedule

Monday-Friday	6am-7pm	10x	:30
Monday-Sunday	6am-10pm	10x	:30
Monday-Sunday	6am-6am	10x	:30 (PSA)

Spots/Week– 30x

Spots/Month – 60x

KISS 104

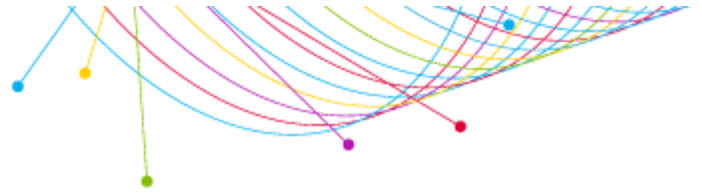
24 weeks – 2 weeks per month

Weekly Schedule

Monday-Sunday	6am-7pm	10x	:30
Monday-Sunday	6am-6am	10x	:30 (PSA)

Spots/Week– 20x

Spots/Month – 40x



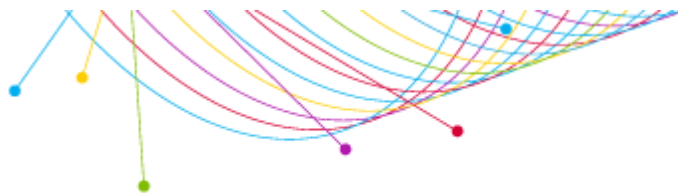
Ranker

ATLANTA (Metro Survey Area)
 NOV24 / OCT24 / SEP24 / AUG24 / JUL24 / JUN24
 Stations Rankings Based on: Top 10 Home to Metro

Adults 25+				
M-Su 6a-12m				
	Station	Average Persons*	Weekly Cume Persons	Average Rating
1	WSB-AM	17,200	471,800	0.4
2	WSRV-FM	13,100	599,600	0.3
3	WALR-FM	10,700	414,300	0.3
4	WAMJ-FM	10,400	408,200	0.2
5	WSB-FM	10,000	586,300	0.2
6	WVEE-FM	8,700	465,300	0.2
7	WFSH-FM	8,600	265,500	0.2
8	WABE-FM	8,000	229,900	0.2
9	WPZE-FM	6,900	195,400	0.2
10	WHTA-FM	5,800	284,800	0.1



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Ranker Detailed Sourcing Summary

Market: ATLANTA
Survey: Average of Nielsen Radio November 2024, Nielsen Radio October 2024, Nielsen Radio September 2024, Nielsen Radio August 2024, Nielsen Radio July 2024, Nielsen Radio June 2024
Geography: Metro
Daypart: Monday-Sunday 6a-midnight

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 25+	Avg Daily: 4,183,200 Avg Weekly: 4,183,200	Avg Daily: 1,337 Avg Weekly: 1,182

Stations: Top 10 Home to Metro

Additional Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one panelist.

PPM estimates are derived from the PPM technology and methodology and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here:

http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

Ascription Website: <http://ascription.nielsen.com>

Rating Reliability Estimator <https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey.

Please select the hyperlink to the survey that interests you.

<https://ebook.nielsen.com/secure/PP6/2024JUL/0047/pdfs/SpecialNotices.pdf>

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