

in-store broadcast (see brochure for a complete listing of services)



As a pioneer of in-store radio and television networks for the distribution of public service announcements, PSN In-Store delivers messaging to a geographically targeted, captive audience via this unique medium. Our point-of-purchase network for public service messaging reaches consumers while they shop at the largest national food store, pharmacy and retail chains.

With a notable decline in consumer time spent with traditional media, in-store broadcasting is an effective method of expanding your media campaign with measurable results. PSN In-Store has developed the largest retail media network in the United States offering guaranteed delivery of your public service message nationwide.

- Statistics show that 63% of U.S. shoppers visit a grocery store two or more times per week and over 40% of shoppers made an unplanned purchase after hearing a retail audio ad (The Arbitron Retail Media Study, 2005) supporting the impact that in-store spots can have on target audiences.
- In-store marketing reaches consumers in the top 200 Designated Marketing Areas (DMAs). The PSN In-Store Network includes over 11,000 retail locations which can provide clients with over 370 million monthly impressions at a Cost Performance Measure (CPM) rate below 50 cents.
- While in-store distribution is comparable in price to traditional use of radio broadcasts, the PSN In-Store Network is larger than any national radio network.
- The distribution of in-store content is guaranteed. For example, using one chain's approximately 1,600 nationwide stores with broadcasts running 14 times per day for 7 days per week, the result is an impressive 156,800 broadcasts and over 19 million impressions!
- Multiple spots can be rotated daily or hourly, creating a dynamic element to your campaign.
- PSN In-Store represents an effective strategy on either a nationwide or a more targeted basis.