

Sample Summary Channel Mix Table

Selected Channel (radio, TV, newspaper, IPC, etc.)	Preference (is the program's preference for reach or intensity?)	Cost (anything known about the overall cost, the cost per person reached in comparison to total budget	Audience Reach (which audience segment does this channel reach?)	Timing and Frequency Planned (When should communication start? how long should it run, how frequently, i.e. daily, monthly, weekly?)