

Evaluation of Campaign Reach Template and Example

List each channel you used and resulting impressions by each major vendor for that channel (i.e., 1,250 bookmarks distributed at libraries, 400 bookmarks distributed at churches). *See sample charts from Wisconsin's pilot test program.*

Template: Summary of Campaign Reach and Impressions

Basic Campaign Information	
Campaign Dates:	
Campaign Target Area:	
Estimate of target population living in target area:	
Recommended Minimum Category 1 Exposures (3X's population):	
Recommended Minimum Categories 2 and 3 Exposures (1/3 population):	
Category 1: Environmental Exposures	Total Impressions
Radio Spots	
Radio Interviews	
Billboards	
Bus Shelter Placards	
Posters	
Magazine ads	
Newspaper/newsletter ads	
Newspaper/Newsletter/Magazine articles	
Other (list)	
Total Impressions for Category 1	
Category 2: Pickup & Category 3: Direct to Home/Hand	Total Impressions
Brochures	
Billstuffers	
Bookmarks	
Flyers	
Other (list)	
Total Impressions for Categories 2 & 3	

The tables listed below include evaluation results of the Wisconsin Arthritis Program pilot campaign. You may find it helpful to use these charts to track campaign results in your area.

Wisconsin Example: Summary of Campaign Reach and Impressions (*Pilot Test Results*)

WI Arthritis Program Pilot Campaign Reach Evaluation	
October 19-November 29, 2009	
Category 1: Environmental Exposures	Total Impressions
Clear Channel Bus Shelters	2,870,776
Clear Channel Junior Posters	9,020,908
Clear Channel Posters	3,024,105
Posters at Health Department Clinics	Unknown - H1N1 vaccine recipients
Black Women 50+ magazine full page ad to businesses	29,400
Total African American Population	211,700
Recommended Minimum Exposures (3x's population)	635,100
Actual Reach for Category 1	15,791,589
Category 2: Pickup & Category 3: Direct to Home/Hand	Total Impressions
Black Women 50+ magazine full page ad to subscribers	600
Billstuffers in AF Jingle Bell Run goodie bags	4,000
Billstuffers at 31 senior meal site	4,000
Billstuffers at 3 McDonald's restaurants	16,000
Bookmarks at libraries	1,250
Bookmarks at church bible study groups	250
Flyers	172
Brochures	1,357
Bookmarks attached to Penzy's spices	43
Postcard with Campaign Message in goodie bags	136
Total African American Population	211,700
Recommended Minimum Exposures (1/3 of population)	69,861
Actual Reach for Categories 2 & 3	27,808

Wisconsin Example: Media Location and Impression Calculation Chart (Pilot Test Results)

Posters			
# Purchased	Locations	Daily Effective Circulation(DEC)	Impressions For Length of Campaign
1	Brown Deer Rd SS 0.3mi W/O 91st St F/W – 1	18,739	787,021
2	Lisbon Av NS 70ft E/O 33rd St F/W – 1	10,612	445,708
3	Silver Spring Dr NS 55ft W/O 76th St F/E – 2	42,652	1,791,376
Total		72,003	3,024,105
Junior Posters			
# Purchased	Locations	Daily Effective Circulation(DEC)	Impressions For Length of Campaign
1	Atkinson Av NS 80ft W/O 27th St F/W – 1	3,762	158,018
2	Atkinson Av NS 75ft W/O 8th St F/E – 1	7,363	309,236
3	Burleigh St NS 25ft W/O 37th St F/E – 2	6,615	277,822
4	Burleigh St SS 50ft W/O Holton St F/W – 1	4,158	174,653
5	Capitol Dr SS 10ft E/O 42nd St F/W – 1	17,329	727,822
6	Center St SS 50ft W/O 35th St F/W – 1	7,003	294,108
7	Center St NS 50ft E/O 9th St F/W – 1	6,676	280,410
8	Congress St NS 50ft W/O Appleton Av F/E - 1	1,864	78,304
9	Fond du Lac Av SS 150ft W/O Baldwin St F/W - 1	13,655	573,514
10	Fond du Lac Av SS 150ft W/O Melvina St F/E - 1	15,271	641,386
11	Holton St ES 5ft N/O Townsend St F/S - 1	4,852	203,787
12	Hopkins St WS 20ft N/O Ruby Av F/N - 1	4,329	181,821
13	Keefe Av NS 125ft E/O Port Washington Rd F/E - 1	6,599	277,145
14	ML King Dr ES 50ft N/O 6th St F/N – 1	3,945	165,708
15	ML King Dr WS 50ft S/O Chambers St F/S - 2	6,613	277,744
16	North Av NS 40ft W/O 30th St F/W – 1	7,926	332,884
17	North Av SS 80ft W/O Hubbard St	9,720	408,251

	F/E - 1		
18	Oakland Av WS 100ft N/O Kenwood Av F/S - 1	13,524	567,987
19	Silver Spring Dr SS 30ft E/O 43rd St F/W - 1	13,713	575,950
20	St. Paul Av SS 5ft E/O 26th St F/E – 1	5,054	212,250
21	State St NS 10ft W/O 50th St F/E - 1	4,625	194,263
22	Teutonia Av WS 50ft N/O Roosevelt Dr F/N - 2	10,784	452,936
23	Teutonia Av ES 100ft S/O Atkinson Av F/S - 1	10,784	452,936
24	Villard Av SS 100ft W/O 51st St F/E – 1	6,241	262,114
25	2nd St WS 70ft S/O Florida St F/N – 2	3,291	138,215
26	27th St ES 200ft S/O Burleigh St. F/S - 1	7,553	317,215
27	27th St ES 50ft N/O Clybourn St F/S – 1	11,534	484,428
Total		214,784	9,020,908
	Bus Shelters		
# Purchased	Locations	Daily Effective Circulation(DEC)	Impressions For Length of Campaign
1	Capitol Dr NS 40ft E/O Richards St F/W - 2	21,971	922,799
2	North Av NS 13ft E/O ML King Dr F/W - 2	16,417	689,510
3	Wisconsin Av NS 15ft E/O 8th St F/W - 2	8,671	364,182
4	17th St ES 165ft S/O Brown St F/S – 1	3,041	127,705
5	27th St ES 20ft S/O Wisconsin Av F/N - 2	18,252	766,580
Total		68,352	2,870,776
Grand Total			14,915,789