

S1 Table. Variance Inflation Factors (VIF) for Regressions Reported in Table 4

Media ¹										
Variables	(1) OLS ²					(2) Tobit				
	Coeff.	SE Coeff.	T-value	P-value	VIF	Coeff.	SE Coeff.	T-value	P-value	VIF
Intensity of intervention (ref: Low)										
High	2.69	0.39	6.97	0.000	2.18	5.27	1.11	4.75	0.000	1.97
Medium	1.58	0.3	5.24	0.000	1.87	1.57	0.79	1.97	0.054	2.02
Health Areas (ref: HIV)										
FP/RH						-2.48	0.9	-2.75	0.008	2.99
MNCH						1.08	0.99	1.10	0.277	2.86
Malaria						-1.83	1.53	-1.20	0.237	1.82
Other						0.89	1.52	0.58	0.562	2.88
Intervention subtypes (ref: TV/Radio)										
Print	0.23	0.44	0.53	0.602	1.35	-0.77	0.94	-0.82	0.415	1.42
Mid media	1.54	0.51	3.05	0.000	2.07	0.82	0.92	0.89	0.377	2.25
SMS/phone	1.77	0.48	3.67	0.000	3.09	-0.44	0.92	-0.48	0.632	3.65
Mixed	-0.62	0.59	-1.05	0.297	1.69	-3.35	1.01	-3.33	0.002	1.57
Population (ref: General/youth)										
At-risk	1.19	0.42	2.83	0.007	2.18					
Socioeconomic status										
GNlpc										
Ln(GNlpc)	-0.52	0.24	-2.17	0.034	1.41	0.89	0.51	1.76	0.085	2.2
Ownership (ref: Public)										
NGO	0.7	0.4	1.74	0.089	1.45	2.28	1.03	2.22	0.031	1.47
Private	1.56	1.03	1.52	0.134	2.46	2.53	0.77	3.28	0.002	2.36
Other	0.71	0.35	2.02	0.049	1.54	0.96	0.72	1.33	0.188	2.02
Geographic Scope (ref: Local)										
District	-0.81	0.45	-1.81	0.077	3.69	-1.07	1.25	-0.86	0.396	5.40
National	-0.03	0.50	-0.06	0.955	4.42	0.88	1.32	0.67	0.508	5.58
Other	-1.01	0.59	-1.72	0.092	2.72	-1.89	1.48	-1.28	0.207	3.34
Constant	0.81	2.06	0.39	0.70		1.55	1.07	1.45	0.154	
Observations (Number of uni	66					66				
R-Squared ³	0.713					0.965				
F-statistic	32.74***					7.18***				
Mean VIF	2.31					2.7				

Interpersonal Communication (IPC)										
	(3) OLS ²					(4) Tobit				
	Coeff.	SE Coeff.	T-value	P-value	VIF	Coeff.	SE Coeff.	T-value	P-value	VIF
Intensity of intervention (ref: Low)										
High	29.2	4.7	6.21	0.000	2.27	4.14	0.7	5.89	0.000	1.56
Medium	12.59	3.16	3.98	0.000	2.07	1.56	0.38	4.09	0.000	1.46
Health Areas (ref: HIV)										
FP/RH	-15.15	5.66	-2.67	0.01	2.33	-2.05	0.83	-2.48	0.016	2.31
MNCH	-6.16	2.8	-2.21	0.031	1.94	-0.87	0.38	-2.28	0.026	1.94
Malaria	-24.39	7.14	-3.42	0.001	1.79	-3.7	0.95	-3.89	0.000	1.46
Other	-12.75	4.2	-3.04	0.003	1.79	-1.62	0.59	-2.76	0.008	1.91
Intervention subtypes (ref: Group IPC)										
Individual IPC	8.36	3.9	2.14	0.036	1.62	1.11	0.56	1.97	0.054	1.2
Mixed IPC	-1.49	3.34	-0.44	0.658	1.82	-0.18	0.46	-0.39	0.700	1.32
Population (ref: General/youth)										
At-risk	10.11	5.4	1.87	0.066	1.4	1.84	0.7	2.65	0.01	1.38
Socioeconomic status										
GNlpc						0.20	0.17	1.16	0.249	1.24
Ln(GNlpc)	3.88	1.6	2.43	0.018	1.46					
Ownership (ref: Public)										
NGO	23.87	6.76	3.53	0.001	2.97	3.2	0.95	3.37	0.001	1.66
Private	6.83	4.73	1.44	0.154	1.56	0.78	0.70	1.12	0.266	1.32
Other	7.13	3.57	2	0.05	1.92	0.88	0.5	1.76	0.083	1.45
Geographic Scope (ref: Local)										
District	8.73	3.72	2.35	0.022	2.28	1.05	0.51	2.08	0.042	2.26
National	-17.69	5.87	-3.01	0.004	1.27	-2.78	0.73	-3.79	0.000	1.84
Other	-13.26	5.77	-2.3	0.025	2.48	0.88	0.5	1.76	0.083	1.45
Constant	-35.47	13.94	-2.54	0.013		-0.68	0.64	-1.05	0.296	
Observations (Number of uni	79					79				
R-Squared ³	0.629					0.772				
F-statistic	5.43***					7.07***				
Mean VIF	1.93					1.64				

Significance levels: *** $p < 0.01$; ** $p < 0.05$; * $p < 0.1$.

Notes: The dependent variable for media/OLS is the natural logarithm of unit cost; for IPC/OLS is the linear unit cost; and percent of intervention subtype median unit cost for

1. Media regressions include a dummy variable for Chen, two outliers in the dataset for SMS/phone.

2. Ordinary Least Squares Regression

3. R-squared for Tobit equations is the correlation coefficient of dependent variable and predicted values. [20]