

MEDIUM	0-7-110	COST PER INSERTS	NO. OF INSERTS	TOTAL COST	APRIL				MAY						JUNE			ULY		GUST				
	DETAILS				4			25	2		16	23	30	6		20 2	7 /		18	25	1		15 22	T
NTERNET					+ -	-11	10	2.5	-		10	23	30	-	13	20 2	-/ -	+==	10		1	÷Ė	13 22	+
	Search Network only. Geo-targeted PPC Model. Tailored Keyword Search and Ad Copy. Cost inc standard																							\dagger
Google Adwords	management and set-up fees.	£1,500.00	2	£3,000.00																				
	management and set up rees.																							l
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Facebook	Promoted Posts. Posts will be geo-targeted and demo targeted. Cost inc standard management and set-up fees.	. £940.00	2	£1,880.00											- -	_	_						$-\!\!\!\!+\!\!\!\!\!-$	+
acebook	Promoteu Posts. Posts will be geo-talgeted and demo talgeted. Cost inc standard management and set-up lees.															+	-						$+\!\!\!-$	十
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OUTDOOR																			\top					T
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	6 x 48 Sheets. Key Handpicked Locations/Postcodes. 2 weeks. Cost includes production.	£2,634.00	1	£2,634.00																				
48 Sheets	,	22,05 1100		22,05 1100					c/d 9th May								<u> </u>	↓	ш	_		丄		
	10 x 48 Sheets. Key Handpicked Locations/Postcodes. 2 weeks. Cost includes production.	£4,417.00	1	£4,417.00																	1		/-l 10+l-	to de c
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Phoenix 450	Phoenix 450 at Kingsgate Roundabout. Cost includes production.	£4,500.00	2	£9,000.00									C/	/d 9th	May							c/	/d 18th J	uly
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Phoenix B48	Phoenix B48 panel at Kingsgate Roundabout. Cost includes production.	£1,575.00	2	£3,150.00												. /-! 22					- /-! 44!	. toda		
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Kelvin Road Signage																								T
Neiviii Koau Signage																		Ш						丄
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PRESS												-		-				+	+	\vdash	++	+	+	十
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Lanarkshire 5 Package	Half Page, colour, ROP																							
	Half Page editorial																	I				I		I
		Package rate	1	£6,887.55																Ь—	—	_		+
Daily Record	Half Page, colour, Recruitment	£6,887.55*																+	<u> </u>	Ь—	#	\dashv	——	+
Metro	Quarter page, colour, Recruitment	+																+	+	+	\vdash	+	$-\!\!\!\!+\!\!\!\!-$	+
vietro	Quarter page, colour, Recruitment										C	/d 20t	th May	,				+	+	\vdash	c/d 29t	h July	+	+
	*Package also includes Facebook posts on Lanarkshire 5 pages and MPU on scotcareers.co.uk for 7 days										- 1	1	,					+	+		1,510	,		T
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Mailing	100,000 addresses in selected postcodes Production of flyers	£10,000.00 £2,000.00	1	£10,000.00 £2,000.00	-	-			_								+	+					+	+
	Production of hyers	£2,000.00	1	12,000.00	+						-			-	-			+				_	+	+
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Capital Sponsorship	All The Hits All Night Slot	£3,195.00	5	£15,975.00																				
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Exam Results Show	Pre promo for a week, show and website takeover on results day. Fee includes £500 of prizes	£3,500.00	1	£3,500.00														—	4	↓	$igwdsymbol{\sqcup}$	4	Щ	4
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Excludes Production (unless otherwise stated) & VAT & Outdoor despatch or site inspection

Subject to availability at time of booking.

Rates are based on volume

Exact posting period may vary from one Outdoor contractor to the other in order for them to have time to post all sites.