



**South
Lanarkshire
College**
East Kilbride

Development Committee Report February 2018.
Appendix One Media Plan.

MEDIUM	DETAILS	COST PER INSERT	NO.OF INSERTS	TOTAL COST	2017							
					w/c	NOV				DEC		
						7	14	21	28	4	11	18
OUTDOOR	Phoenix 450 at Nerston Roundabout	£9,500.00	1	£9,500.00								
MAILING	Production and distribution of 50,000 leaflets re. January courses and January Information Evening. Mailing commencing January 2nd 2018	£4,250.00	1	£4,250.00								
SOCIAL MEDIA	Facebook sponsored posts	£20.00	5	£100.00								
BANNER FOR COLLEGE ENTRANCE	Courses starting January message and info evening date included	£160.00	1	£160.00								
RADIO	All the Hits All Night Sponsorship 63 credits each week Includes web and social media	£3,020.00	3	£9,060.00								
GRAND TOTAL				£13,750.00								

Rates exclude VAT, production (unless specified) & ASBOF Levy.