

FOR PUBLISHING

**WOLFE**  
**CLYDE 1**

**EVENING PARTNERSHIP**

---

**SOUTH LANARKSHIRE COLLEGE**



MEDIA GROUP



# EVENING PARTNERSHIP

## PCA

- South Lanarkshire College runs on Clyde 1's Good Evening Partnership from 15<sup>th</sup> July 2019 – 12<sup>th</sup> July 2020.
- 6 partnership credits were ran per day from Monday to Sunday rotating the College key messages.



# DELIVERY

## SOUTH LANARKSHIRE COLLEGE 12 MONTHS

### PROPOSED

Clyde 1 proposed to reach a minimum of 950,677 (49.2%) listeners with this campaign, with each person hearing the SOUTH LANARKSHIRE COLLEGE name and key messages an average of **4.6** times, delivering a minimum of 34,516,206 impacts.



### DELIVERED

- Clyde 1 delivered a total reach of 1,027,269 (53.3%) people within the transmission area, with each listener hearing our name and key messages 43.7 times, delivering 44,909,240 impacts.
- Clyde 1 delivered 130% of the airtime proposal