

FOR PUBLISHING

Status

Booked

May-20

	DETAILS		NO. OF INSERTS		2020																			
MEDIUM		COST PER INSERTS		TOTAL COST						ΔY	ļ		JUN			JULY					AUGUST			
					6	13 20	27	4	11	18	25 1	8	15	22	29	6	13	20	27	3	10	17 24	31	7
DIGITAL																								
	Promoted Posts TARGETED, OVERALL RECRUITMENT Posts, Promoted posts, targeted events/courses will be geo-targeted and demo targeted. Google My business. Digital totalling £600 a month (this is maximum expenditure/may be less)	£600.00	4	£2,400.00																				
	Search network only. Geo-targeted PPC Model. Tailored Keyword Search and Ad Copy	£60.00	6	£360.00																				
	Insert= Per calendar month	200.00	0	2300.00																			+-	
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Spotify	Insert=calendar month	£50.00	6	£300.00																			_	
Spotify	Insert-Calendar Month	£50.00	0	£300.00																			4	
OUTDOOR			-		-	+ + -	+	+				+	+	+	-	+							+	\vdash
OOTDOOR					<u> </u>	+ +	+	+				+	+	+	-	+							+	\vdash
Phoenix 48 sheet	Phoenix 48 sheet - 6 month exclusive deal	400	26	£10,400.00																				
	1 x clear channel billboard	577.5	1	£577.50																			+-	
Digital Sheet	1 week Giffnock	1125	1 1	£377.50 £1,125.00		+ + -	+	+				+	+-	+	+	+							+	\vdash
Billboard	2 weeks at Busby	1000	1 1	£1,000.00		+	+	+				+	+	+	+	+							+	\vdash
Sainsburys	2 weeks at Busby 2 weeks at Kingsgate, EK store (DIGITAL)	750	2	£1,500.00		+ + -	+	+				+	+	+	+								+	
-	2 weeks at Blantyre store (DIGITAL)	750	2	£1,500.00		+ + -	+	+				+	+	+									+-	\vdash
EK Shopping Centre	3 weeks in range of locations in the shopping centre	200	20	£4,000.00		+ + -	+	+				+	+	+	+								+	
	3 months Busby, Clarkston, EK, Hairmyers (A1 posters)	1395	£4.00	£5,022.00		+ + -	+	+				+												\vdash
	S months busby, clarkston, ER, Hairmyers (Ai posters)	1393	24.00	£5,022.00		+	+	+				+											+-	\vdash
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	Evening Show Sponsorship Jan - July 20	£2,300.00	6	£13,800.00																				
Exam results week Digital	Evening enew eponsorship sair say 20	£3,495.00	1	£3,495.00																			+-	
Exam results Day (on air)		£2,569.00	1 1	£2,569.00	<u> </u>	+ + -	+					+	+	+									+	
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COLLEGE GROUNDS																								
Student entrance banner	Banners to promote August courses and May, June and August info evening	£210.00	1	£210.00																				
		GRAND T	OTAL	£48,258.50																				

Excludes Production (unless otherwise stated) & VAT & Outdoor despatch or site inspection

Increase in Digital Spend I Increase in Digital expenditure has been balanced by drop of Freshers event totalling £4994

Exact posting period may vary from one Outdoor contractor to the other in order for them to have time to post all sites. Posters to be created and will be erected as soon as it safe to do so