

Status	DRAFT
Product	Jan-21
Date	21/01/2020

Booking

			2019/20											
MEDIUM	DETAILS	COST PER INSERTS	NO. OF INSERTS	TOTAL COST	OCTOBER		NOVEMBER			December			JANUARY	
					5 12	19 26	2	9 1	5 23 30	7 1	4 21	28	4 11	18 25
DIGITAL AND SOCIAL MEDIA														
Facebook /Instagram	Promoted Posts TARGETED, OVERALL RECRUITMENT Posts will be geo-targeted and demo targeted. NOTE cost per insert is MAXIMUM	£35.00	17	£595.00										
Facebook/Instagram Pr	Promoted posts, targeted events/courses. Note cost per insert is maximum	£20.00	11	£220.00										
Google Ads Search Network only.	Search Network only. Geo-targeted PPC Model. Tailored Keyword Search and Ad Copy - Insert= 1 month	£100.00	4	£400.00										
OUTDOOR														
48 Sheets	Phoenix 48 sheet 6 month exclusive deal	£1,600.00	4	£6,400.00										
				_										
Hamilton 96 sheet Billboard	Clearchannel 96 sheet billboard	£2,160.00	1	£2,160.00										
				_										
<u>TV</u>														
target hou OR	Targeting local authority East Renfrewshire and South Lanarkshire, household interest education,	TBC		TBC								,		
	target householders 16-34, 79,000 expected impressions			£0.00										
				£0.00										
	Colleges Scotland, cross-college campaign. Details TBC			£0.00								,		
				£0.00										
Press Advertising Glasgow Li	Glasgow Live - January campaign	£1,600.00	1	£1,600.00										
		GRAND T	OTAL	£11,375.00				T						

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