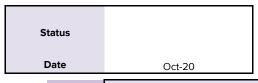


FOR PUBLISHING





2020 COST PER NO. OF INSERTS INSERTS TOTAL COST APRIL MEDIUM DETAILS MAY JUNE JULY AUGUST 22 29 6 13 20 27 3 13 20 27 4 11 18 25 1 8 15 10 17 24 31 6 7 DIGITAL Promoted Posts TARGETED, OVERALL RECRUITMENT Posts, Promoted posts, targeted events/courses will Facebook /Instagram/Google My be geo-targeted and demo targeted. Google My business. Digital totalling £600 a month (this is maximum £600.00 4 £2,400.00 Business expenditure/may be less) Promoted Posts TARGETED, OVERALL RECRUITMENT Posts, Promoted posts, targeted events/courses will Facebook /Instagram/Google My £600.00 £600.00 be geo-targeted and demo targeted. Google My business. Digital totalling £600 a month (this is maximum 1 Business expenditure/may be less) Search network only. Geo-targeted PPC Model. Tailored Keyword Search and Ad Copy £60.00 £480.00 8 Google Ads Insert= Per calendar month OUTDOOR Phoenix 48 sheet Phoenix 48 sheet - 6 month exclusive deal (January 20 - July 20) 400 26 £10,400,00 Phoenix 48 sheet Phoenix 48 sheet - 6 month exclusive deal (August 20 - January 21) 400 26 £10,400.00 577.5 Clear Channel Billboard x clear channel billboard 1 £577.50 Clear Channel Billboard 1 x Clear channel billboard - Hamilton 96 sheet 2160 1 £2,160.00 BILLBOARDS Sainsburys 2 weeks at Kingsgate, EK store (DIGITAL) 750 £1,500.00 2 ASDA 750 2 weeks at Blantyre store (DIGITAL) £1,500.00 2 Scotrail Train Stations 8 months Busby, Clarkston, EK, Hairmyers (A1 posters) 1395 £4.00 £5.022.00 RADIO CLYDE ONE Evening Show (Callum Gallacher) Evening Show Sponsorship Jan - July 20 £2,300.00 6 £13,800.00 Exam results week Digital & On air I week digital, social media and on air exposure £5.300.00 1 £5,300.00 COLLEGE GROUNDS £210.00 4 £840.00 Banners to promote August courses and May, June and August info evening Student entrance banner £210.00 £210.00 1 Student entrance banner Banner to promote Starting SLC campaign GRAND TOTAL £55,189.50

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

Increase in Digital Spend h 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