

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates 14 – 15 February 2007

Question: aet 89

Topic: Campaigns Advertising - cost, frequency & type

Hansard Page: Written

Senator WONG asked:

For Campaign Advertising in each department and agency in the Minister's portfolio, what is the:

- (a) cost;
- (b) frequency; and
- (c) type/medium (e.g. print, television, radio) of campaign advertising for this financial year?

Can this information be provided on a monthly basis for the financial year?

Answer:

			\$ (GST exclusive)
(a)	2006	July	484,212
		August	1,220,250
		September	64,821
		October	5,038,691
		November	1,992,969
		December	2,130,766
2007	January	146,211	
	February	412,161	
	March – June (estimate)	177,439	
	Total 2006-07 (estimate)	11,667,520	

(b) One advertising campaign (30 July 2006 to 10 December 2006).

(c) print, television, radio, outdoor and internet.