

**SENATE EMPLOYMENT, WORKPLACE RELATIONS AND EDUCATION
LEGISLATION COMMITTEE**

**2005-2006 SUPPLEMENTARY BUDGET SENATE ESTIMATES HEARING
2 and 3 NOVEMBER 2005**

EMPLOYMENT AND WORKPLACE RELATIONS PORTFOLIO

QUESTIONS ON NOTICE

Outcome 2: Higher productivity, higher pay workplace

Output Group 2.1: Workplace Relations Policy and analysis

Output: 2.1.1: Workplace relations policy advice

Question Number: W576-06

Question:

Senator Wong asked at *Hansard* page 57: Please provide a copy of written advice from Universal McCann on the costs of placing particular ads in different forms of media.

Answer:

The Universal McCann 2005 Media Overview Plan as at 8 October 2005 (see attachment) provides a breakdown of projected placement costs for television, newspaper, radio, internet, NESB, indigenous and print handicapped for the WorkChoices advertising campaign.

Universal McCann 2005 Media Overview Plan

DETAIL	SIZE / DURATION	No. of Ads Total Cost		OCTOBER																														
				2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
				Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	
TELEVISION																																		
National, Metropolitan and Regional	90 Seconds	200								100	500																							
	60 Seconds	300								100	100																							
	45 Seconds	1400								100	100	200	200	200				100	100	100	100					200								
	15 Seconds	3950								100	100	100	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200			
	TELEVISION TOTAL		24,133,952.60																															
NEWSPAPER																																		
National (2 Titles)	4 Page Consecutive	4											1			1														1				
Metropolitan (10 Titles)	4 Page Consecutive	4											1				1									1					1			
Primary Regional (10 Titles)	4 Page Consecutive	4											1			1										1					1			
Regional (367 Titles)	4 Page Consecutive	2											1												1									
Suburban (167 Titles)	4 Page Consecutive	2																1								1								
Rural (9 Titles)	4 Page Consecutive	2																									1							
	NEWSPAPER TOTAL		8,702,687.87																															
MAGAZINES																																		
	MAGAZINE TOTAL																																	
RADIO																																		
Metropolitan & Regional	60 Seconds	36											8	8	8	4	4	4																
	45 Seconds	40											2	2	2	4	4	4	2	2	2	2	2	2	2	2	1	1	1	1	1			

