

MEDIUM	DETAILS	COST PER INSERTS	NO. OF INSERTS	TOTAL COST	APRIL				MAY				JUNE				JULY				AUGUST						
					4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	
INTERNET																											
Google Adwords	Search Network only. Geo-targeted PPC Model. Tailored Keyword Search and Ad Copy. Cost inc standard management and set-up fees.	£1,500.00	2	£3,000.00																							
Facebook	Promoted Posts. Posts will be geo-targeted and demo targeted. Cost inc standard management and set-up fees.	£940.00	2	£1,880.00																							
OUTDOOR																											
48 Sheets	6 x 48 Sheets. Key Handpicked Locations/Postcodes. 2 weeks. Cost includes production.	£2,634.00	1	£2,634.00																							
	10 x 48 Sheets. Key Handpicked Locations/Postcodes. 2 weeks. Cost includes production.	£4,417.00	1	£4,417.00																							
Phoenix 450	Phoenix 450 at Kingsgate Roundabout. Cost includes production.	£4,500.00	2	£9,000.00																							
Phoenix B48	Phoenix B48 panel at Kingsgate Roundabout. Cost includes production.	£1,575.00	2	£3,150.00																							
Kelvin Road Signage																											
PRESS																											
Lanarkshire 5 Package	Half Page, colour, ROP	Package rate £6,887.55*	1	£6,887.55																							
	Half Page editorial																										
Daily Record	Half Page, colour, Recruitment																										
Metro	Quarter page, colour, Recruitment																										
	*Package also includes Facebook posts on Lanarkshire 5 pages and MPU on scotcareers.co.uk for 7 days																										
DIRECT																											
Mailing	100,000 addresses in selected postcodes	£10,000.00	1	£10,000.00																							
	Production of flyers	£2,000.00	1	£2,000.00																							
RADIO																											
Capital Sponsorship	All The Hits All Night Slot	£3,195.00	5	£15,975.00																							
Exam Results Show	Pre promo for a week, show and website takeover on results day. Fee includes £500 of prizes	£3,500.00	1	£3,500.00																							
				GRAND TOTAL	£62,443.55																						

*Excludes Production (unless otherwise stated) & VAT & Outdoor despatch or site inspection
 Subject to availability at time of booking.
 Rates are based on volume
 Exact posting period may vary from one Outdoor contractor to the other in order for them to have time to post all sites.*