

Status	
Date	Jun-20

 Booked

MEDIUM	DETAILS	COST PER INSERTS	NO. OF INSERTS	TOTAL COST	2020																											
					APRIL				MAY				JUNE				JULY				AUGUST											
					6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7					
DIGITAL																																
Facebook /Instagram/Google My Business	Promoted Posts TARGETED, OVERALL RECRUITMENT Posts, Promoted posts, targeted events/courses will be geo-targeted and demo targeted. Google My business. Digital totalling £600 a month (this is maximum expenditure/may be less)	£600.00	4	£2,400.00																												
Google Ads	Search network only. Geo-targeted PPC Model. Tailored Keyword Search and Ad Copy Insert= Per calendar month	£60.00	6	£360.00																												
Spotify	Insert=calendar month	£50.00	6	£300.00																												
OUTDOOR																																
Phoenix 48 sheet	Phoenix 48 sheet - 6 month exclusive deal	400	26	£10,400.00																												
Clear Channel Billboard	1 x clear channel billboard	577.5	1	£577.50																												
Clear Channel Billboard	1 x Clear channel billboard - Hamilton 96 sheet	2160	1	£2,160.00																												
Sainsburys	2 weeks at Kingsgate, EK store (DIGITAL)	750	2	£1,500.00																												
ASDA	2 weeks at Blantyre store (DIGITAL)	750	2	£1,500.00																												
Scotrail Train Stations	3 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	1 week digital, social media and on air exposure	£5,300.00	1	£5,300.00																												
COLLEGE GROUNDS																																
Student entrance banner	Banners to promote August courses and May, June and August info evening	£210.00	1	£210.00																												
GRAND TOTAL				£43,529.50																												

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

Increase in Digital Spend 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