

Status	Proposed v1
Date	Aug-19

 PROPOSED

MEDIUM	DETAILS	COST PER INSERTS	NO. OF INSERTS	TOTAL COST	2019																											
					APRIL					MAY					JUNE				JULY				AUGUST									
					1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	20	26	2					
INTERNET/SOCIAL MEDIA																																
Facebook /Instagram	Promoted Posts TARGETED, OVERALL RECRUITMENT Posts will be geo-targeted and demo targeted. NOTE cost per insert is MAXIMUM	£5.00	182	£910.00																												
Facebook /Instagram	Promoted posts, targeted events/courses NOTE cost per insert is MAXIMUM	£20.00	8	£160.00																												
Google Ads	Search network only. Geo-targeted PPC Model. Tailored Keyword Search and Ad Copy Insert= Per calendar month	£60.00	6	£360.00																												
OUTDOOR																																
Phoenix B48	Phoenix B48 panel at Kingsgate Roundabout.	1250	7	£8,750.00																												
48 Sheets	5 x 48 Sheets. Key Handpicked Locations/Postcodes. 2 weeks.	450	5	£2,250.00																												
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																												
Petrol stations	2 weeks in range of locations (DIGITAL)	150	6	£900.00																												
Bus shelters	2 weeks in range of locations	200	6	£1,200.00																												
EK Shopping Centre	4 weeks in range of locations in the shopping centre	188	4	£752.00																												
OUTDOOR DIRECT MAILING																																
Mail drop	100,000 addresses Geographically targeted including print			£0.00																												
RADIO																																
CLYDE ONE																																
Evening Show (Callum Gallacher)	Evening Show Sponsorship Includes web, social media, solus email	£2,100.00	6	£12,600.00																												
Exam results day	Content and final costs TBC	£5,000.00	1	£5,000.00																												
Freshers' Week	Content and final costs TBC	£3,000.00	1	£3,000.00																												
SOUTH LANARKSHIRE LEISURE																																
Radio advertisement	Gov radio campaign- 30 second radio advert in South Lan Council sports facilities	£250.00	3	£750.00																												
COLLEGE GROUNDS																																
Student entrance banner	Banners to promote August courses and May, June and August info evening	£240.00	3	£720.00																												
				GRAND TOTAL	£39,632.00																											

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.