

FOI Reference Number: FOI/085/1920

Date: 10 July 2019

Request:

Please answer the following Freedom of Information request:

1. What is the total amount spent by this local authority in each of 2016-17, 2017-18 and 2018-19 on advertising, broken down by the following categories:

- Out-of-home advertising such as banners/billboards/posters/displays/signs etc
- Print advertising, excluding local newspapers/publications, such as direct mail and leaflets.
- Print advertising within local newspapers/publications
- Film/TV/video
- Local radio
- Social media
- Online advertising (recruitment)
- Online advertising (non-recruitment)
- Any other

2. The top 5 outlets in terms of advertising spend (in the interest of commercial sensitivity, this answer does not need to include the amount that is spent with each outlet, the list can also be randomised in order if deemed necessary.) By outlet I refer to the specific host for a piece of advertising, such as a local newspaper or advertising company.

If figures cannot be disaggregated into the requested categories, please provide a total figure for each of the requested financial years.

Response:

Thank you for your information request which Mid and East Antrim Borough Council received on 11th June 2019.

Please find below Mid and East Antrim Borough Council's response to the information you requested in relation to advertising spend.

Advertising Spend

	2016-17 (£)	2017-18 (£)	2018-19 (£)
Annual Spend	116,679	147,749	169,746

Top 5 Outlets (Suppliers)

2016-17	2017-18	2018-19
Alpha Media Group Ltd	Alpha Media Group Ltd	ASG Partners
ASG Partners	ASG Partners	Clear Channel NI
Black Advertising	BMF Business Services	Exterior Media (UK) Ltd
Johnston Publishing Ltd	Clear Channel NI	Johnston Publishing Ltd
Ni4Kids Ltd	Johnston Publishing Ltd	Platform Media (t/a Print IT NI)

Please note it was not possible to split these figures down further into the categories mentioned in the request.

The second table shows the top 5 outlets (suppliers) for each year with regards to Advertising spend. Please note that these have been listed in alphabetical order and not by order of largest spend.

If you are dissatisfied with the handling of part of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be addressed to the Chief Executive at the Braid Ballymena Town Hall, 1-29 Bridge Street, Ballymena, BT43 5EJ.

Please remember to quote the reference number FOI/085/1920 in any future communications.

If you are not content with the outcome of an internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

Please be advised that Mid and East Antrim Borough Council may release the response to this information request into the public domain via our website at <https://www.midandeantrim.gov.uk/>.

If we publish our response to your request, your personal data will be removed to protect your privacy.