South Lanarkshire College — East Kilbride

Report to the Development Committee of the Board of Management February 2019

Appendix One

Status	CONFIRMED
Product	Jan-19
Date	01/11/2018

FOR PUBLISHING

▮ BOOKED

2018/19

MEDIUM	DETAILS	COST PER INSERTS	NO. OF INSERTS	TOTAL COST	NOVEMBER				DECEMBER					JANUARY				FEBRUARY			
					5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25
INTERNET/SOCIAL MEDIA																					
Social media: Facebook/Instagram	Promoted Posts TARGETED, OVERALL RECRUITMENT Posts will be geo-targeted and demo targeted. NOTE cost per insert is MAXIMUM	£35.00	17	£595.00																	
Social media: Facebook	Promoted posts, targeted events	£15.00	4	£60.00																	
Social media: Facebook/Instagram	Promoted posts, targeted posts	£20.00	6	£120.00																	
Google	Search Network only. Geo-targeted PPC Model. Tailored Keyword Search and Ad Copy - see tab for Proposed Structure. Cost inc standard management and set-up fees. 4 week burst.	£11.00	17	£187.00																	
OUTDOOR																					
48 Sheets	2 x 48 Sheets. Key Handpicked EK Locations: Kingsgate, East Kilbride	£555.00	8	£4,440.00																	
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DIRECT																					
Flyers																					
RADIO																					
Evening Show (Callum Gallacher)	Evening Show Sponsorship	£2,100.00	4	£8,400.00																	
	Includes web, social media, solus email																				
TELEVISION																					
30 second TV advert *	30 second video shown over four week period. Campaign takeover of the STV News Homepage on the first day of the campaign. Mobile banner ads across the STV mobile app 10,000 mobile banner ads Campaign ad included on catch-up TV (STV Player) 10,000 impressions. Social meida collateral	£500.00	1	£500.00																	
COLLEGE GROUNDS																					
Student entrance banner	January starts and CTA info evening	£240.00	1	£240.00																	
	GRAND TOTAL			**£18,982.00**																	

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

* Further 'Choose College' Information:

College webpage:

https://www.south-lanarkshire-college.ac.uk/choose-college/