

Estimates Committee 2008
Questions Taken On Notice

(17/6/2008 to 20/6/2008)

Date: 18/06/2008 Output: Acute Services
Sub Output: Admitted Patient Services

Subject: Advertising Budget - Breakdown

From: Mr Matt Conlan MLA to Dr Chris Burns MLA
Minister for Health

Question: **5-5**
Could the department please provide a breakdown of advertising on radio, television and newspaper?

Answer:
Answered On: 18/06/2008
Answer: To date in 2007-08, the following amounts have been spent by the department on advertising:

Print media - \$260,788.44
Television - \$55,353.71
Radio - \$14,432.54
Other (banners, etc) - \$25,134.00

TOTAL \$355,698.00