

WA ADVERTISING EQUIVALENCY - OPPORTUNITIES TO SEE AND HEAR



Commenced in this format 1st June 2009

Opportunity to see or hear	Quarter One (June)	Quarter Two (July-Sept.)	Quarter Three (Oct.-Dec.)*	Quarter Four (Jan-March '10)	TOTALS
Face to Face					
School workshops & plays	308	1072	793		2173
College presentations	16		230		246
Community Talks	25	150	170		345
Road Shows, Summer Fairs & Events	6775	46910	15649		69334
Cub Scouts & Brownie talks	22	20	55		97
World Environment Week & Other National Events	860	500	600		1960
Meetings	40	72	77		189
Open Days		327			327
Flat Walk-about Advice		45	102		147
Visit by "Waste Advisors"	181	458	277		916
Nappuchino events		8			8
Nappy Stall		107	6		113
Council - Reception TV	2250	8050	6750		17050
Council Inductions		60			60
Radio Advertisements		1564200	15784200		17348400
Merchandise /Leaflets/Press Coverage/Other					
Direct mailing	169	3457	107998		111624
Leaflets - Composter	586	884	501		1971
Leaflets - Composting for all	209	331	182		722
Leaflets - Other WRAP composting		80			80
Leaflets - LFHW	775	4945	894		6614
Leaflets - LFHW Recipe Cards	90	7181	4196		11467
Leaflets - Nappy Cash back A4	120	3156	8		3284
Leaflets - Nappy Cashback A5	108	3313	61		3482
Leaflets - HWRC	58	871	99		1028
Leaflets - Not Specified	391	650	4533		5574
Leaflets - Kids A4	60	75	233		368
Leaflets - WEEE		5			5
Leaflets - Re-use	300	308	30		638
Leaflets - Recycle glass	134	125	30		289
Leaflets - Plastic	245	272			517
Leaflets - When it comes to waste know your options	10	27	250		287
Leaflets - Do you know how materials are recycled	56	66	310		432
Leaflets - What do you see....		1	42		43
Leaflets - Hazardous waste		3			3
Leaflet - Environmental Roadmap		36	187		223
Recycling Information Sheet		1			1
Reduce, Re-use, Recycle Booklet	35	3257	99		3391
Council magazines	108350	133550	145700		387600
Horizons		465009			465009
Service Leaflets	83685	47590	2330		133605
Kitchen Caddy Leaflet			150		150
Bin Hangers/Stickers	62	212	125		399
Glass CD	1	1			2
Merchandise - Seeds	232	764	175		1171
Merchandise - LFHW Clips	902	3155	80		4137
Merchandise - LFHW Thermometers	441	428	175		1044
Merchandise - LFHW Spagetti measures	486	816	300		1602
Merchandise - LFHW Rice Scoops			234		234
LFHW franked on outgoing mail		18500	27500		46000
Merchandise - Cotton/Lute Bags	473	3797	1028		5298
Merchandise - Pens	117	424	327		868
Merchandise - Pencils	167	563	396		1126
Merchandise - Rulers	40	69	50		159
Merchandise - Bottle Opener	18	5	20		43
Merchandise - Fridge Magnet	15	105			120
Merchandise - Trolley coin keyring		100			100
Merchandise - Wheeled Bin Sharpener	11	53	5		69
Merchandise - Tyre Notebook		1	128		129
Merchandise - Butt boxes			108		108
Merchandise - Bookmarks		79	38		117
Merchandise - Non specified	395	395			790
Calendar Stickers	7	34000	126475		160482
Local Press "Free" Articles/Press Releases	417401	2567033	4465864		7450298
Local Press Bought Advertisements	170000	214024	315000		699024
Number of hits on Council/WA websites	10354	57907	116005		184266
New web page			2811		2811
Canopy Advert	1	10000			10001
Freighter Advert	40				40
Text messages to young people	150				150
Automated Voice Messages	100				100
Council poster			4		4
No Junk Mail - Sticker		56			56
Advent calendar			41		41
Christmas Posters			1235		1235
Surveys	219	764	5100		6083
TOTALS	807490	5210423	21139966		27157879

* denotes 80% complete