Transport for London

Advertising spend for the period July 2016-June 2017

	July	August	September	October	November	December	January	February	March	April	May	June
Cinema	£80,051.00			£80,051.00								
Digital (inc search to help customers find the relevant information on the TfL website when using search engines such as Google)	£67,457.25	£167,401.52	£202,457.40	£91,237.71	£164,297.68	£42,210.71	£94,020.10	£74,274.57	£63,376.21	£16,559.78	£12,100.24	£21,891.19
Posters	£227,274.00	£162,854.00	£229,500.00	£331,244.00	£173,181.48	£74,765.00	£192,901.54	£469,945.50	£332,591.00	£33,700.00	£15,600.00	£93,600.00
Print	£81,302.34	£68,464.80	£89,336.20	£172,186.73	£237,415.69	£135,845.43	£210,638.88	£184,417.42	£100,434.72	£52,777.30	£45,695.84	£59,733.20
Radio	£163,705.87	£334,285.19	£101,058.66	£218,470.33	£246,372.65	£76,980.43	£229,057.60	£277,026.05	£322,427.78	£32,485.50	£51,982.95	£121,249.89
Social e.g. Facebook and Twitter	£3,792.82	0	£16,527.87	£5,473.08	0	£251,169.29	£17,866.14	0	£53,846.24	£3,278.34	£9,810.90	£16,224.68
Television	0	£199,801.00	0	0	£199,801.00	0	0	0	0	0	0	0
Video on Demand	£12,134.98	£44,351.87	0	£7,348.56	£53,890.83	0	0	0	£62,785.19	0	0	£5,932.01

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Advertising spend for the period July 2017 to June 2018

	July	August	September	October	November	December	January	February	March	April	May	June
Cinema												
Digital (inc search to help customers find the relevant information on the TfL website when using search engines such as Google)	£51,945.93	£57,389.74	£41,395.08	£78,069.79	£96,377.53	£39,861.56	£115,739.79	£235,860.11	£67,398.28	£20,046.54	£54,324.66	£130,234.34
Posters	£210,323.77	£109,370.77	£127,538.77	£235,161.15	£241,592.77	£343,673.77	£679,460.00	£310,462.80	£161,055.95	£41,990.00	£500,357.11	£103,686.80
Print	£117,229.50	£132,744.10	£175,619.36	£165,457.04	£158,305.12	£234,157.35	£226,323.26	£135,424.58	£157,858.70	£33,024.97	£132,697.03	£96,375.48
Radio	£161,643.08	£133,349.75	£157,207.60	£159,600.34	£201,833.69	£209,934.47	£196,398.26	£340,832.49	£309,122.66		£260,517.12	£150,998.74
Social e.g. Facebook, Twitter	£8,477.20	£13,093.48	£8,557.29	£6,240.20	£14,979.31	£12,129.51	£52,235.45	£582.24	£89,558.64	£13,442.55	£8,852.09	£68,078.01
Video on Demand	£15,324.42	£33,363.61	£25,260.40	£41,633.21	£72,068.94	£40,440.54	£51,802.08	£91,835.30	£171,630.07		£13,568.30	£179,129.00