

Information Governance Team

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Dear Sir/Madam.

**Freedom of Information Act 2000 (FOIA)
Request ID: REQ05852**

Thank you for your request for information relating to advertising spend.

You have requested the following information:

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:**
 - a. **Out-of-home advertising such as banners/billboards/posters/displays/signs etc**
 - b. **Print advertising, excluding local newspapers/publications, such as direct mail and leaflets.**
 - c. **Print advertising within local newspapers/publications.**
 - d. **Film/TV/video.**
 - e. **Local radio.**
 - f. **Social media.**
 - g. **Online advertising (recruitment).**
 - h. **Online advertising (non-recruitment).**
 - i. **Any other.**

We do not hold the information in the format requested, however we can provide the following:

Advertising Type	2016/17	2017/18	2018/19
Staff Advertising	£209,703	£84,028	£141,558
Advertising and Marketing Services	£236,569	£451,324	£154,999
Advertising (Statutory)	£98,493	£130,902	£111,810
Marketing Advertising Promotions	£99,112	£120,840	£45,375

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.

Year					
2016/17	TMP (UK) Ltd	Event Men Ltd	Sanctuary Personnel Ltd	West Midland Employers	Foreign Transactions
2017/18	TMP (UK) Ltd	The Jade Studio Ltd	Advent Communications PR Ltd	Roger Underdown Ltd	Coventry City of Culture Trust
2018/19	TMP (UK) Ltd	Penna PLC	Cliffe Enterprise Ltd	Caritas recruitment	Linkedin Ireland Unlimited Company

The supply of information in response to a freedom of information request does not confer an automatic right to re-use the information. You can use any information supplied for the purposes of private study and non-commercial research without requiring further permission. Similarly, information supplied can also be re-used for the purposes of news reporting. An exception to this is photographs. Please contact us if you wish to use the information for any other purpose.

For information, we publish a variety of information such as: [FOI/EIR Disclosure Log](#), [Publication Scheme](#), [Facts about Coventry](#) and [Open Data](#) that you may find of useful if you are looking for information in the future.

If you are unhappy with the handling of your request, you can ask us to review our response. Requests for reviews should be submitted within 40 days of the date of receipt of our response to your original request – email: infogov@coventry.gov.uk

If you are unhappy with the outcome of our review, you can write to the Information Commissioner, who can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or email casework@ico.org.uk.

Please remember to quote the reference number above in your response.

Yours sincerely

Information Governance