

DEPARTMENT OF HEALTH - ADVERTISING CAMPAIGN IN COMMUNITY NEWSPAPERS

2158. Mr P.D. Omodei to the Minister for Health

- (1) How much is being spent on the Health Department's full-page advertising campaign featuring in community newspapers?
- (2) How many pages have been booked and over what period of time?
- (3) How many different editions (variations in layout) are being produced?
- (4) Are the pages being produced and placed in-house or via a third party organisation?

Mr J.A. McGINTY replied:

- (1) The annual cost is \$471,226.
- (2) There are 50 fortnightly insertions booked with the Community Newspaper Group over a period of two years.
- (3) The number of different editions produced varies each fortnight. On average, seven different versions are produced each fortnight. Six different templates (variations in layout) have been produced.
- (4) In-house.