

4 September 2015

Chelsea Armitage
National Business Review
chels.armitage@hotmail.com

Dear Chelsea

Request made under the Official Information Act 1982

Thank you for your email of 7 August 2015 requesting the following information under the Official Information Act 1982:

- 'what the overall ad spend was for the year ended 2015 and in which categories it was spent (Online/Digital, Print, Radio, Television, Out of Home). Also please break down Online/Digital into these categories: Display, Video, Mobile, Search and Social Media.'

The following table falls within the scope of your request. It shows the NZ Transport Agency advertising media figures split out for 1 July 2014 – 30 June 2015.

Media	Spend
Online - AV (Video)	\$447,272
Online - Display	\$290,296
Online - Mobile	\$68,085
Digital - Social	\$62,030
Online - Search	\$180,528
Print	\$175,999
Radio	\$589,985
Television	\$4,703,340
Out of Home	\$1,550,791
Total	\$8,068,326

If you would like to discuss this reply with the NZ Transport Agency, please contact Andy Knackstedt, National Media Manager, by email to andrew.knackstedt@nzta.govt.nz or by phone on (04) 894 6285.

Yours sincerely



Jennie Gianotti
Manager, Network User Behaviour
For Chief Executive