

35497 Edinburgh Slavery and Colonialism Legacy Review

Please provide the following information:

1. Total advertising spend promoting the Edinburgh Slavery and Colonialism Legacy Review.
2. Spend broken down by platform or newspaper.
3. Spend of generic online banner advertising linked to Edinburgh Slavery and Colonialism Legacy Review.

Please refer to the table below.

Item	Cost £
Programmatic online advertising targeting Edinburgh area (i.e. automated buying of advertising space which uses data to service adverts to the target audience at the right time and price on online platforms/websites that target audience is using)	3,538.50
Spotify audio advert Geo-targeted to Edinburgh, targeting users with interest in podcasts/culture/society	2,301.46
Lamp post wrap outdoor advertising - 29 locations across Edinburgh	928.00
Artwork for advertising ('generic banner')	0
Total	6,767.96