

**NATIONAL ASSEMBLY
QUESTION FOR WRITTEN REPLY
QUESTION NUMBER: 32 [NW33E]
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32. Mr D C Ross (DA) to ask the Minister of Finance:

- (1) How much does the National Treasury plan to spend on (a) advertising, (b) communication and (c) marketing between 1 January 2014 and 30 April 2014 (i) in total and (ii) as a breakdown of the amount;
- (2) (a) what mediums is the National Treasury going to use in each case and (b) who is the service provider to be used;
- (3) what is the main message that the National Treasury plans to communicate during this time?

NW33E

REPLY:

(1)	(ii) 1 Jan-30 April 2014	(2) (a) What medium	(2) (b) Service provider	(3) Main message
a) Advertising	R 57 862.40	Tender Bulletin	Government Printing Works	Advertisements of tenders.
	R 670 000.00	Print Media	Various newspapers e.g.: • Sunday Times • Mail & Guardian • City Press • Business Day	Recruitment advertising across National Treasury.
b) Communication	-	-	-	-
c) Marketing	R 370 000.00	Print Media	Various newspapers e.g.: • Beeld • Sunday Times • Mail & Guardian • Die Burger • Sowetan • City Press • Daily Sun	Advertising RSA Retail Savings Bond as an investment option and the rates applicable to the RSA Retail Savings Bonds at the time of publication.
	R 1,516,713.50	Radio advertisements	Busi Ntuli Communications	
	R 1,872,257.52	Outdoor e.g.: billboards, airports and busses	O'Brian Communication Group and Media Mix 360	
(i) Total	R 4,486,833.42			