

NATIONAL ASSEMBLY
QUESTION FOR WRITTEN REPLY
QUESTION NUMBER: 175 [NW183E]
DATE OF PUBLICATION: 12 FEBRUARY 2015

175. Mr A R McLoughlin (DA) to ask the Minister of Finance:

- (1) With reference to the reply of the Minister of Communications to question 1031 on 27 November 2014, what was the total amount that (a) the National Treasury and (b) each of its entities (i) spent on and/or (ii) budgeted for advertising for each month between 1 January 2013 and 31 July 2014, excluding expenditure transferred through the Department of Communications for advertising;
- (2) does such figure for each month represent the (a) total value of advertising that appeared in the media in that month, (b) amount paid in that month for advertising that may have appeared previously or (c) amount paid in advance for advertising that appeared at a later date;
- (3) in each specified case, what amount did (a) the National Treasury and (b) each of its entities spend on advertising in (i) print, (ii) radio, (iii) television, (iv) online and (v) outdoor;
- (4) in each specified case, what is the breakdown of advertising by (a) the National Treasury and (b) each of its entities in terms of (i) name of and (ii) amount spent on each (aa) publication, (bb) radio station, (cc) television station, (dd) website and (ee) billboards location in each province?

NW183E

REPLY:

NATIONAL TREASURY

(1)(a)(i) The bulk of National Treasury's advertising is on RSA Retail Savings Bonds.

Month	Retail Savings Bond	NT Operations	Total
Jan-13	R 2,498,236.00	R 99,026.46	R 2,597,262.46
Feb-13	R -	R 334,242.61	R 334,242.61
Mar-13	R -	R 266,850.15	R 266,850.15
Apr-13	R 13,027,523.64	R 84,630.52	R 13,112,154.16
May-13	R 6,641,044.63	R 327,805.22	R 6,968,849.85
Jun-13	R 4,700,813.89	R 232,892.28	R 4,933,706.17
Jul-13	R -	R 63,651.36	R 63,651.36
Aug-13	R -	R 174,682.65	R 174,682.65
Sept-13	R -	R 178,889.35	R 178,889.35
Oct-13	R -	R 328,158.73	R 328,158.73
Nov-13	R -	R 199,271.61	R 199,271.61
Dec-13	R -	R 132,617.01	R 132,617.01
Jan-14	R -	R 32,989.74	R 32,989.74
Feb-14	R -	R 149,287.62	R 149,287.62
Mar-14	R 307,398.72	R 107,922.54	R 415,321.26
Apr-14	R 2,053,887.84	R -	R 2,053,887.84
May-14	R 8,713,089.76	R 215,392.38	R 8,928,482.14
Jun-14	R 3,155,000.00	R 267,239.21	R 3,422,239.21
Jul-14	R 311,220.00	R 404,096.73	R 715,316.73
	R 41,408,214.48	R 3,599,646.17	R 45,007,860.65

RSA Retail Savings Bonds spent R41 408 214.48 with a return on investment of R3.8 billion during the said period.

(ii) The marketing and advertising budget is allocated for the entire financial year and spending is done as and when services are procured. The RSA Retail Savings Bond Directorate does not deal with the media owners directly, but uses media agencies for advertising services. Payments were made as a bulk amount to these agencies, who in turn paid the media owners themselves.

- (2) (a) No.
(b) Yes.
(c) Yes.

- (3)(a)(i) R 9 977 612.35
(ii) R19 071 663.89
(iii) Nil.
(iv) R 169 239.33
(v) R15 789 345.07

(4)(a)(i)(aa)

Names of publications used by National Treasury		
City Press	Daily News	Huisgenoot
Daily Sun	The Herald	Good Housekeeping
New Age	Cape Argus	The Citizen
Pretoria News	Isolezwe	The Times
Rapport	Diamond Field Advertiser	Bona
Soccer Laduma	Burger	Commuter SA
Sowetan	You	The Star
Sunday Times	Volksblad	Financial Mail
Sunday World	Beeld	Real Magazine
Drum	City Press	Volksblad
Business Day	Government Gazette	True Love

(4)(a)(ii)(aa) R9 977 612.35

(4)(a)(i)(bb)

Names of national, regional and community radio stations used by RSA Retail Savings Bonds:		
5FM	Cape Talk	King Fisher
Capricorn FM	OFM	University of Venda
Gagasi FM	Vaal 90.6	eMalahleni Community
Jacaranda	Tshwane FM	Ligwalagwala
Kaya FM	Highveld FM	Qwa Qwa Radio
Lesedi	Inanda FM	North West FM
Mediamark Stations	Letlhbile Community Radio	Jozi FM Stereo
Metro FM	Good Hope FM	Radio Riverside
Motsweding FM	Good News Radio Station	Radio Middelburg
RSG	Radio West Coast	Tru FM
SA FM	East Coast Radio	Radio Graaff Reinet
Ukhozi FM	Radio Khwezi	Bush Radio
Umhlobo Wenene	Lotus FM	Thobela FM
United Stations	Talk Radio 702	Radio NFM

(4)(a)(ii)(bb) R19 071 663.89

(4)(a)(i)& (ii)(cc) None

(4)(a)(i)(dd)

Names of websites used by National Treasury:		
Career Junction	LinkedIn	BIZ Community
Careers 24	Career suites	ISACA
PNet	SA Graphic Design	

(4)(a)(ii)(dd) R169 239.23

(4)(a)(i)(ee) Billboards location in each province (including specific branding in airports and busses in the 5 cities mentioned below):

Gauteng
Off Nancefield Road, Nancefield hostel area.
Forbes Street at traffic circle, Hatfield area towards Lynnwood Road.
Spoornet hostels and taxi rank at Reverend Namane Drive.
Soweto highway and Molokomme Street at T-junction – Diepkloof.
Orange Farm main entrance and exit opposite taxi rank.
Zone 3 at Meadowlands shopping center and admin area opposite police station.
On route to Phomolong bridge, Orlando West.
Taxi rank corner Union Street and Senator Marks.
Modjadji Drive at Soweto College of Education.
Facing traffic to Jubilee Hospital and Hammanskraal to Temba.
MC Botha Drive near Vosloorus Stadium at swimming pools opposite M Auto Paint.
Western Cape
Belhar Station Modderdam Road facing traffic from airport to Bellville.
Netreg Station facing entrance bus, taxi rank and car park.
Riversonderend cnr of N2 and Human Street facing traffic from Swellendam.
Kwa Zulu Natal
Empangeni next to hawker stalls, main bus and taxi rank.
Ezakheni - exit - Main Road.
New Germany industrial and shopping area opposite Spar.
Highflats shopping center and taxi rank.
Kwa Makhutha along main road close to taxi rank.
Main entrance from Newcastle.
Umlazi close to Executive hotel.
Umbumbulu entrance opposite Total garage.
Mpumalanga
At Eerstehoek shopping center at main taxi rank, opposite shopping area main point of convergence.
Ngwako Street at main entrance and exit opposite Excel garage.
Main road at Mbebe Shopping Centre.
Embalenhle Drive near the traffic circle opposite hostels near the stadium.
R536 at Mkhuhlu Post office.
Main road entrance to Shatale.
Krogh Street at Railway Bridge exit to Greylingstad.
Limpopo
At hawking area opposite Kgapanne Plaza, taxi rank and Kgapanne Hotel. Main point of convergence.
Bochum Plaza at taxi rank overlooking taxis and stalls.
Calvin Ngobeni Drive corner Ackson Malatji at Namakgale supermarket and shopping complex.
Near Metro Cash and Carry at entrance from Mphahlele.
Gilead main road through Blood River at Daily Bricks mini factory.
Northern Cape
Elizabeth Conradie school facing traffic along the N12 entering Kimberley from cnr Hulana Road and Morgan Street opposite Stadium.
Eastern Cape
Voortrekker Road near Highgate station facing traffic from East London to Mdantsane.
This site is positioned on the back fence of the Wolfson Stadium facing traffic along a very busy taxi route in a residential area (informal).

Qumza Highway near Mazidlekaya Liquor facing traffic from Highway Center to Fort Jackson.
This site is in the Uncedo taxi rank in Ngonyama Street Motherwell.
This site is the first of three access/exit roads from Ibhayi via Dibanisa Road into Motherwell.
Union Union street, southern side of Uitenhage station on main road from PE to Uitenhage.
Facing onto main road between Zwelitsha and East London via very busy roads.
North West
Near factories and Mmabatho Sun facing traffic from Mmabatho Sun and Lobatsi to Mafikeng CBD.
Tumagole street at entrance to Foro shopping center.
R556 from Rustenburg to Sun City, before the Sun Village and shopping center.
Free State
Mkhuhlane Street opposite community hall at Mohale Liquor store.
Route N8 main entrance to CBD.
Alexandra street at Railway building.
Arrat road, Dagbreek Industrial area opposite Sharp outlet at Road-Over-Rail Bridge.
Church Street opposite Telkom Technical Service Centre at Hamilton Industrial area.
Rudolph Greyling Street at Rail-over-Bridge opposite Fame College.
Du Toit Street next to subway.

AIRPORT BRANDING	
UNITS	CITY
6 Boarding gates	Durban
2 Air bridges	Cape Town
BUS BRANDING	
5 fully branded	Johannesburg
5 fully branded	Pretoria
5 fully branded	Mpumalanga

(4)(a)(ii)(ee) R15 789 345.07

ACCOUNTING STANDARDS BOARD

The Accounting Standards Board did not budget or spend any money on advertising in any of the periods indicated.

CO-OPERATIVE BANKS DEVELOPMENT AGENCY

- (1) The CBDA does not budget monthly for advertising but annually whereby target markets are identified to enhance the objective of the CBDA.
 - (b) (i) For the financial period 1 January 2013 to 31 July 2014 an amount of R80,000 was spent.
 - (b) (ii) Amount budgeted for the 2013/14 and 2014/15 financial year totalled R160, 000.

- (2) (a) The R80, 000 was advertising for the month of April 2014.

- (3) (b) (i) print - R80, 000.
- (ii) radio - none.
 - (iii) television - none.
 - (iv) online - none.
 - (v) outdoor - none.

- (4) (b) (i) publication - Public Sector Manager
- (ii) (aa) R80, 000
 - (ii) (bb) radio station - none.
 - (cc) television station - none.
 - (dd) website - none.
 - (ee) billboards - none.

DEVELOPMENT BANK OF SOUTHERN AFRICA

(b) (i) January-March 2013: R48, 076.20
 April-March 2013/14: R976, 681.11
 April-July 2014: R327, 336.17

(b)(ii) Monthly budget: R 234 000. 00

(2) (a) Total value that appeared in stipulated months in 1 above. Amount per month not specified, opportunities taken up as and when required

(b) (&c) None

(3) (b) (i) 1,352,093.48 (PRINT)

(ii, iii, iv and v) –None

(4) (b) (aa)

(bb, cc, dd, ee) Not Applicable

	FY 2012/13	FY 2013/14	FY 2014/15	Total
<i>BDFM Publishers Pty Ltd</i>		0.00	245,688.23	245,688.23
<i>Independent Newspapers Pty Ltd</i>		263,976.04	0.00	263,976.04
<i>Kaqala Media Ltd</i>	48,076.20			48,076.20
<i>Mail and Guardian</i>		220,000.00		220,000.00
<i>Media 24 Limited</i>		133,172.99	31,344.00	164,516.99
<i>Picasso Headline Pty Ltd</i>		50,303.94	50,303.94	100,607.88
<i>Time Media Marketing and Events</i>		60,786.00		60,786.00
<i>Times Media Limited T/A Van Schaik</i>		248,442.14		248,442.14
	R48,076.20	R976,681.11	R327,336.17	R1,352,093.48

FINANCIAL INTELLIGENCE CENTRE

The advertising costs for each month between 1 January 2013 and 31 July 2014, represent the total value of advertising that appeared in the media in that period and comprise:

			Print	Radio	Online
Supplier	Detail	Media	R'	R'	R'
Ramsay Media	Public awareness	Magazine	18 240		
DeRubis / Law Society	Public awareness	Magazine	25 114		
SA Insurance Times	Public awareness	Magazine	18 046		
Real Estate Media	Public awareness	Magazine	22 743		
Moonstone Information Refinery	Public awareness	Magazine	11 970		
Real Estate Media	Public awareness	Magazine	22 743		
Kashan advertising	Public awareness	Brochures, posters ,printing	23 789		
Risksa	Public awareness	Magazine	18 810		
Nigel Button/Insurance times	Public awareness	Magazine	18 046		
Human Communications	Recruitment advert	Sunday Times	76 260		
Government printing	Tender advert	Government Tender Bulletin	5 227		
Lowbull advertising	Public awareness	Newspapers (Sake-Beeld,	174 063		
		Burger, Volkblad, Business			
		Report, Star, Cape Times,			
		Pretoria News, The Mercury)			
Bizcommunity Publishing SA Pty	Recruitment advert	Website/Bizcom			1 368
The Junction	Recruitment advert	Website/The Junction			13 338
The Working Earth	Recruitment advert	Website/The Working Earth			21 536
Career Junction	Recruitment advert	Website/ Career Junction			26 842
Lowbull advertising	Public awareness/ roadshow	Websites for IOL online, News24,			50 000
		Timeslive, Moneyweb, IOL Online			
Lowbull advertising / 702	Public awareness/ roadshow	Radio		15 750	
Lowbull advertising / Cape Talk	roadshow	Radio		15 750	
Total per category			435 051	31 500	113 084
Total			579 635		

FINANCIAL SERVICES BOARD

Question 1

- a) Not applicable to the FSB.
- b) i) spent on advertising and printing between 01 January 2013 and 31 July 2014:

2013	AMOUNT
JANUARY	R176 491,97
FEBRUARY	R43 943,61
MARCH	R662 290,22
APRIL	R141 086,57
MAY	R393 081,57
JUNE	R173 123,72
JULY	R206 165,49
AUGUST	R455 095,93
SEPTEMBER	R606 728,79
OCTOBER	R119 438,30
NOVEMBER	R496 575,71
DECEMBER	R621 137,56
2014	AMOUNT
JANUARY	R1 875 954,71
FEBRUARY	R892 969,49
MARCH	R54 534,48
APRIL	R408 961,69
MAY	R394 281,61
JUNE	R674 859,11
JULY	R464 402,79

- ii) All expenditure was within budget.

Question 2

- a + b) FSB records do not distinguish between expenditure that appeared in the particular month and advertisements for previous months or between printing and advertising.
- c) With the exception of a single occurrence for radio, promoting the FSB and its role, including outreach to and education of consumers in the amount of R711 032, 00 paid to the SABC for its multi-language stations on 16 January 2014 and which was a condition of the contract, expenditure on advertisements are not paid in advance.

Question 3

- a) Not applicable to the FSB.
- b) (i) (1) Consumer Education brochures in various languages – R440 000,00
(2) Recruitment advertisements – R1 794 186,05
(3) Procurement of goods and services (Government Gazette) – R7 602,93
(4) Other (Government Gazette Legal Notices) – R759 230,04

- (5) Branding and Consumer Education – R2 288 534,73
- (ii) Branding and Consumer Education – R392 738.23
- (iii) Bright Media Consultants for Consumer Education – R320 000 (for SABC airtime and Taxi TV)
- (iv) (1) Telematic outreach to regulated entities – R1 207,26
 - (2) Podcasts – R62 595,40
 - (3) Airport TV – R566 760,00
 - (4) Outdoor advertising (banner) – R2 052,00

Question 4

- a) Not applicable to the FSB.
- b) (i) (aa) Publication Government Printer – R766 832,97
 - Professional Bodies of Actuarial and Law Societies – R66 337,69
 - Bright Media Printing – R440 000,00
 - Media24 (Branding and Consumer Education) – R1 694 080,23
 - The Star (Recruitment) – R1 225 138.41
 - Sunday Times (Recruitment) – R468 753,07
 - Without Prejudice (Recruitment) R16 753.44
- (bb) PowerFM (Educational Radio Programme) R74 510,84
 - 702 Talk Radio – R491 240,63
 - SABC multi language stations – R888 790,00
- (cc) Bright Media (SABC multi language stations) and Taxi TV (Consumer Education) – R320 000,00
- (dd) Nil
- (ee) Nil

The FSB is not financed from the fiscus.

GOVERNMENT EMPLOYEES PENSION FUND

The GEPF had spent an amount of R217 170.00 on media campaigns for the period 1 April 2013 and 31 March 2014.

The breakdown of the amount is as follows:

Period	Amount
1 April 2012 – 31 March 2013	R0
1 April 2013 – 31 March 2014	R217 170.00
1 April 2014 – to date	R0

Medium	Publication	Date	Topic	Amount
Print	Leadership magazine	29-Nov-13	Profiling of the GEPF	R66, 120.00
Print	IRAS (Integrated Reporting & Assurance Services)	14-Oct-13	Opinion piece on Effective Integrated Reporting	R22, 800.00
Print	Today's Trustees	30-Aug-13	Profiling of UNPRI conference in South Africa	R42, 750.00
Print		12-Jun-13	Opinion piece on Regional Integration on the continent	R42, 750.00
Print		10-Mar-13	Opinion piece on ESG issues within the organisation	R42, 750.00
TOTAL Amount				217, 170.00

GOVERNMENT PENSIONS ADMINISTRATIVE AGENCY

Month	Amount spent
February 2013	R694 128
April 2013	R80 000.00
June 2013	R85 500.00
July 2013	R51 300.00
August 2013	R1 505 315.21
September 2013	R60 750.05
October 2013	R756 243
January 2014	R296 500
February 2014	R149 978.15
March 2014	R751 281
April 2014	R241 900
May 2014	R621 860
June 2014	R65 638.44
TOTAL	R5 360 396

(2) YES. The figure represents the total value of advertising that appeared in the media in that particular month.

(3)

	Channel	Amount spent
i	Print	R2 105 118.60
ii	Radio	R3 255 277.57
	TOTAL	R5 360 396

(4) **Amount spent on Publications**

Publication	Monthly expenditure	Date
Daily Sun	R89 376.00	February 2013
The New Age	R169 905.60	February 2013
Daily Dispatch	R75 718.80	February 2013
Sowetan	R120 748.80	February 2013
Nursing Update newsletter	R51 300.00	July 2013
Daily Sun	R89 376.00	August 2013
Isolezwe The Mercury	R129 342.03	October 2013
Daily Sun Beeld	R299 265.96	October 2013
Sowetan	R235 460.00	October 2013
Diamond Fields Advertisers	R40 875.63	October 2013
Nursing Update	R51 300.00	October 2013
Daily Sun	R291 301.92	March 2014
Beeld	R150 822.22	March 2014
Pretoria News	R176 261.65	April 2014
Daily Sun	R134 064.00	May 2014
TOTAL	R2 105 118.60	

Amount spent on radio advertising

Radio Station	Monthly expenditure	Date
SABC/Umhlobo Wenene FM	R186 300.00	February 2013
Nqkubela FM	R9 667.20	February 2013
Alfred Nzo FM	R13 611.60	February 2013
Mdantsane FM	R28 800.00	February 2013
Gagasi FM	R80 000.00	April 2013
North West FM	R85 500.00	June 2013
Soshanguve Radio	R8 837.21	August 2013
Ukhozi FM; SA FM	R342 000.00	August 2013
Umhlobo Wenene; Ukhozi FM Motsweding FM; Lesedi FM Metro FM	R470 592.00	August 2013
Kaya FM	R180 234.00	August 2013
Daily Sun	R89 376.00	August 2013
Thobela FM; Phalaphala FM Munghana Lonene	R239 400.00	August 2013
Capricorn FM	R85 500.00	August 2013
Radio Teemaneng	R48 200.00	September 2013
Radio Bushbuckridge Radio Mafisa	R12 550.05	September 2013
Thobela FM; Phalaphala FM Munghana Lonene FM	R296 500.00	January 2014
Radio Unitra	R10 944.00	February 2014
Radio KC	R8 450.00	February 2014
Ukhozi FM	R130 584.15	February 2014
Radio Alpha; Radio Bushbuckridge; Radio Kangala; Radio Kanyamazane; Radio Kosmos; Radio Kragbron; Radio Laeveld; Radio Moutse	R81 655.82	March 2014
Bok Radio; Voice of the Cape; Radio Zibonele	R40 686.60	March 2014
Good Hope FM	R51 300.00	March 2014
Ligwalagwala FM; Ikwekwezi FM	R106 704.00	March 2014
Cape Talk Radio	R28 811.21	March 2014
702 Talk Radio	R65 638.44	April 2014
Motsweding FM	R136 800.00	May 2014
North West FM	R55 044.90	May 2014
Mahikeng FM	R41 800.00	May 2014
Jacaranda FM	R254 152.00	May 2014
702 Talk Radio	R65 638.44	June 2014
TOTAL	R3 255 277.57	

Billboard expenditure:

Only two billboards, both are located in Pretoria, Gauteng province:

R949 506.00

1) Francis Baard Street, Pretoria

Month	Amount spent
April 2013	R26 220.00
May 2013	R26 220.00
June 2013	R26 220.00
July 2013	R26 220.00
August 2013	R26 220.00
September 2013	R26 220.00
October 2013	R26 220.00
November 2013	R26 220.00
December 2013	R26 220.00
January 2014	R26 220.00
February 2014	R26 220.00
March 2014	R26 220.00
April 2014	R26 220.00
May 2014	R26 220.00
June 2014	R26 220.00
July 2014	R26 220.00
TOTAL	R419 520

2) Hamilton Street, Arcadia, Pretoria

Month	Amount spent
January 2013	R27 702.00
February 2013	R27 702.00
March 2013	R27 702.00
April 2013	R27 930.00
May 2013	R27 930.00
June 2013	R27 930.00
July 2013	R27 930.00
August 2013	R27 930.00
September 2013	R27 930.00
October 2013	R27 930.00
November 2013	R27 930.00
December 2013	R27 930.00
January 2014	R27 930.00
February 2014	R27 930.00
March 2014	R27 930.00
April 2014	R27 930.00
May 2014	R27 930.00
June 2014	R27 930.00
July 2014	R27 930.00
TOTAL	R529 986

INDEPENDENT REGULATORY BOARD FOR AUDITORS

IRBA declares that no money no money was spent on advertising between the period 1 January 2013 to 31 July 2014

PENSION FUNDS ADJUDICATOR

Months	1 (i) Spent Rand	1(ii) Budgeted Rand	3b(i)	3b(iv)	4b(i)	4 (ii) (aa)	4(ii)(dd)
Jan-13	79 234.56	1 666.66	79 234.56	-	Times Media	43 776.00	-
					Times Media	27 291.60	-
					Times Media	8 166.96	-
Feb-13	29 070.00	1 666.66	29 070.00	-	Media 24	29 070.00	-
Mar-13	-	1 666.66	-	-	N/a	-	-
Apr-13	5 515.00	8 333.33	5 515.00	-	Govt Printing Works	5 515.00	-
May-13	-	8 333.33	-	-	N/a	-	-
Jun-13	-	8 333.33	-	-	N/a	-	-
Jul-13	4 222.43	8 333.33	4 074.00	148.43	IPM Institute	-	148.43
					Govt Printing Works	4 074.00	-
Aug-13	-	8 333.33	-	-	N/a	-	-
Sep-13	19 740.11	8 333.33	19 740.11	-	Times media	19 740.11	-
Oct-13	1 746.00	8 333.33	1 746.00	-	Govt Printing Works	1 746.00	-
Nov-13	14 798.11	8 333.33	14 798.11	-	Times Media	14 798.11	-
Dec-13	-	8 333.33	-	-	N/a	-	-
Jan-14	-	8 333.33	-	-	N/a	-	-
Feb-14	-	8 333.33	-	-	N/a	-	-
Mar-14	-	8 333.37	-	-	N/a	-	-
Apr-14	5 546.25	8 783.33	5 546.25	-	Govt Printing Works	5 546.25	-
May-14	-	8 783.33	-	-	N/a	-	-
Jun-14	750.00	8 783.33	-	750.00	Pension Lawyers Association	-	750.00
Jul-14	11 677.50	8 783.33	7 980.00	3 697.50	Batseta Council of Retirement Fund for SA	7 980.00	-
					Govt Printing Works	3 697.50	-
Total	172 299.96	140 133.30	167 704.03	4 595.93		171 401.53	898.43

LAND BANK

No spending was made by the Land Bank on advertising during this period.

FAIS OMBUD

- (1) (a) Not applicable
 (b) Refer to table:

Month	(i) Amount spent	(ii) Budgeted
Jan 2013	R 0	R20 833
Feb 2013	R 1 110	R20 833
Mar 2013	R 0	R20 837
Apr 2013	R16 499	R 0
July 2013	R 1 110	R63 900
Nov 2013	R 1 110	R63 900
Mar 2014	R 2 220	R63 900
May 2014	R 1 110	R60 000
Jul 2014	R 0	R 9 119

- (2) All of the amounts listed above related to (a) total value of advertising that appeared in the media in that month

- (3) a) Not applicable
 (b) Refer to table:

Month	(i) Print	(ii) Radio	(iii) Television	(iv) Online	(v) Outdoor
Feb 2013	R 0	R 0	R 0	R1 110	R 0
Apr 2013	R14 279	R 0	R 0	R2 220	R 0
July 2013	R 0	R 0	R 0	R1 110	R 0
Nov 2013	R 0	R 0	R 0	R1 110	R 0
Mar 2014	R 0	R 0	R 0	R2 220	R 0
May 2014	R 0	R 0	R 0	R1 110	R 0

- (4) a) Not applicable
 (b) Refer to table:

Month	(aa) Publication	(bb) Radio station	(cc) TV station	(dd) Website	(ee) Location
Feb 2013	(i) N/a (ii) R0	(i) N/a (ii) R0	(i) N/a (ii) R0	(i) Careerjunction (ii) R1 110 Advert for Junior Case Manager	(i) N/a (ii) R0
Apr 2013	(i) Business Day (ii) R14 279 Advert for Trainee Assistant	(i) N/a (ii) R0	(i) N/a (ii) R0	(i) Careerjunction (ii) R2 220 Adverts for Trainee Assistant Ombud	(i) N/a (ii) R0

	Ombud position			and Finance Clerk	
July 2013	(i) N/a (ii) R0	(i) N/a (ii) R0	(i) N/a (ii) R0	(i) Careerjunction (ii) R1 110 Advert for Case Admin Manager	(i) N/a (ii) R0
Nov 2013	(i) N/a (ii) R0	(i) N/a (ii) R0	(i) N/a (ii) R0	(i) Careerjunction (ii) R1 110 Advert for Junior Case Manager	(i) N/a (ii) R0
Mar 2014	(i) N/a (ii) R0	(i) N/a (ii) R0	(i) N/a (ii) R0	(i) Careerjunction (ii) R2 220 Adverts for Junior Case Manager and Risk Officer	(i) N/a (ii) R0
May 2014	(i) N/a (ii) R0	(i) N/a (ii) R0	(i) N/a (ii) R0	(i) Careerjunction (ii) R1 110 Advert for Junior Case Manager	(i) N/a (ii) R0

PUBLIC INVESTMENT CORPORATION

With reference to the reply of the Minister of Communications to question 1184 on 27 November 2014, the PIC did not budget or spend any money for advertising during the period 1 January 2013 to 31 July 2014.

SOUTH AFRICAN AIRWAYS

- (1) The table below reflects monthly advertising spend by SAA for the period 1 Jan 2013 to 31 July 2014:

Media House/type	Jan'13	Feb'13	Mar'13	April'13	May'13	Jun'13
Grant Total	R 2 572 939.99	R 6 237 002.21	R 2 049 316.74	R 1 900 678.82	R 1 895 700.98	R 1 614 152.14

Media House/type	Jul'13	Aug'13	Sep'13	Oct'13	Nov'13	Dec'13
Grant Total	R 3 262 452.55	R 3 214 283.61	R 3 107 664.38	R 3 569 543.08	R 4 074 452.36	R 5 568 008.40

Media House/type	Jan'14	14-Feb	Mar'14	Apr'14	May'14	Jun'14	Jul'14
Grant Total	R 3 079 747.52	R 3 287 235.27	R 3 591 932.38	R 3 190 088.92	R 8 195 016.87	R 5 506 192.14	R 5 635 484.91

- (2) The total value of advertising that appears in response to question 1 above is for all advertising that occurred in that specific month as well as previous months. SAA does not pay in advance for advertising.
- (3) The table below reflects monthly advertising spend by media type for the period 1 Jan 2013 to 31 July 2014

Advertising Spent from Jan 2013 - July 2014		
Media type	Totals	Percentage %
Newspapers	R 27 516 292.41	40.6%
Magazine	R 3 619 759.40	5.34%
Radio	R 13 575 960.83	20.0%
On Line	R 4 145 392.31	6.11%
Television	R 6 707 050.00	9.89%
Outdoor	R 12 233 844.42	18.0%
Total	R 67 798 299.37	100.00%

(4) The table below reflects total advertising spend by media type and name for the period 1 Jan 2013 to 31 July 2014

Newspapers		Magazines	
BDFM	3 753 593.90	Now Media	2 388 641.14
ADS24	1 610 564.80	The Expertriate	413 991.00
Independent	10 716 297.55	Business Traveller a	159 919.20
Mail & Guardian	2 123 728.42	Media 24	657 208.06
Times Media	8 831 105.80	Total Magazines	3 619 759.40
The New Age	4 234 595.84		
Total Newspapes	27 516 292.41		

Radio		Television	
SABC	4 198 039.81	SABC	3 689 500.00
Mediamark	2 706 739.39	CNBC	308 300.00
Primedia	4 831 697.92	DSTV	1 493 750.00
United Stations	1 590 442.64	e Tv	1 215 500.00
Y FM	249 041.07	Total Television	6 707 050.00
Total Radio	13 575 960.83		

Outdoor		Online	
Primedia	7 207 780.00	Total Online	4 145 392.31
Continental	5 026 064.42		
Total outdoor	12 233 844.42		

- Billboard are located in and around O.R.Tambo International Airport, Cape Town International Airport and King Shaka International Airport.
- The digital billboards are located in around Johannesburg.

SAA Billboards (LED)	
Province	Location
Gauteng	Rivonia between 11th and 12th street
	Rivonia Road Grayston Drive
	Sandton Drive/ Alice lane
	William Nicole Drive/ Ballyclare
	William Nicole Drive/ Sandton Drive
	Van Buuren/ Van Buuren East bound

SAA Billboards (traditional)	
Province	Location
Eastern cape	Main road entering the airport
Eastern cape	Ring Road major entrance of Airport over the road gantry
KZN	King Shaka International Airport
Western cape	Right hand side escalator at the main entrance
Western cape	Entrance to airport, cape Town International airport
Gauteng	Upper ring road Gantry, R24 7 R21 ORT International

SOUTH AFRICAN REVENUE SERVICES

(1) (a)(i)(ii) National Treasury to respond

(b) (i) The total SARS spend on advertising between the requested period was:

Total advertising spend between January 2013 - July 2014	Total Spend
Jan-13	R 4 110 377.79
Feb-13	R 10 517 462.19
Mar-13	R 4 221 490.06
Apr-13	R 509 217.56
May-13	R 3 253 904.86
Jun-13	R 2 787 469.91
Jul-13	R 11 683 243.39
Aug-13	R 8 671 162.84
Sep-13	R 2 615 523.01
Oct-13	R 6 220 520.72
Nov-13	R 8 056 916.00
Dec-13	R 242 276.00
Jan-14	R 108 221.00
Feb-14	R 1 230 240.00
Mar-14	R 521 242.00
Apr-14	R 967 284.00
May-14	R 5 609 985.00
Jun-14	R 4 594 338.00
Jul-14	R 9 953 745.00
Total excluding VAT	R 85 874 619.33
Grand total including VAT	R 97 897 066.03

(2) (a) The abovementioned figures are representative of the total value of advertising that appeared in the media in that particular month.

(b) Not applicable

(c) Not applicable

(3) (a)(i)(ii)(iii)(iv)(v) National Treasury to respond

(b)(i) Print:	R 23 575 605.01
(ii) Radio:	R 25 257 772.73
(iii) Television:	R 32 620 467.92
(iv) Online:	R1 551 080.56
(v) Outdoor:	R 2 869 693.11

SASRIA

1) Total Spent on Advertising between 1 January 2013 and 31 July 2014: R3 369 826.32

2) Amount represent:

a) Advertising paid that appeared in that month	R 2 072 203.12
b) Advertising paid that appeared previously	R 272 589.20
c) Advertising paid that appeared at a later date	R 1 025 034.00

3) Advertising in:

a) Print	R 2 141 380.79
b) Radio	R 1 000 534.00
c) Television	R 0
d) Online	R 227 911.53

4) Amount Spent in:

a) Print	R 2 141 380.79
b) Radio	R 1 000 534.00
c) Television	R 0
d) Online	R 227 911.53
