NATIONAL ASSEMBLY

**FOR A WRITTEN RESPONSE**

**QUESTION NO: 239(NW188E)**

**PUBLISHED IN INTERNAL QUESTION PAPER NO.2-2015 OF 20 FEBRUARY 2015**

**Dr H C Volmink (DA) to ask the Minister of International Relations and Cooperation:**

With reference to the reply of the Minister of Communications to question 1031 on 27 November 2014. The question was to determine total amount that (a) her department and (b) each of its entities (i) spent on or (ii) budgeted for advertising for each month between 1 January 2013 and 31 July 2014, excluding expenditure transferred though the Department of Communications for advertising.

**RESPONSE:**

Between, 1 January 2013 and 31 July 2014, the Department of International Relations and Cooperation has spent funds on advertising as appended hereunder:

* **Departmental Campaign promotion/advertising : R 980 179.16**

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| **ADVERTISING: 1 JANUARY 2013 TO 31 JULY 2014** | | | |
| **Placement Date:** | **Media:** | **Medium** | **Amount:** |
|  |  |  |  |
| 14 February 2013 | SA PRESS ASSOCIATION | Print | 60 000.00 |
| 19 February 2013 | THOBELA FM | Radio | 114 000.00 |
| 22 April 2013 | HIGHBURY SAFIKA MEDIA | Print | 16 092.00 |
| 11 June 2013 | SABC | Radio | 142 614.00 |
| 26 June 2013 | HIGHBURY SAFIKA MEDIA | Print | 54 628.80 |
| 27 June 2013 | PICASSO HEADLINE | Print | 23 940.00 |
| 28 June 2013 | ALL MEDIA AFRICA INTERNATIONAL | Print | 47 000.00 |
| 28 June 2013 | HIGHBURY SAFIKA MEDIA | Print | 54 628.80 |
| 10 October 2013 | KAYA FM D8301 | Radio | 200 000.00 |
| 10 October 2013 | ALIVE ADVERTSING D7360 | Outdoor | 143 838.36 |
| 23 October 2013 | BENHLE MEDIA BN033/  BETHEL HOUSE MEDIA | Print | 15 100.00 |
| 04 February 2014 | HIGHBURY SAFIKA L9478 | Print | 27 314.40 |
| 11 March 2014 | KASHAN ADVERTISING R0154 | Print | 81 022.80 |
| **Total** |  |  | **R 980 179.16** |

* **Departmental Recruitment Advertising : R11 330 928.45**

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| **RECRUITMENT ADVERTISING: 1 JANUARY 2013 TO 31 JULY 2014** | | | |
| **Placement Date:** | **Media:** | **Medium** | **Amount** |
|  |  |  |  |
| January 2013 | Sunday Times, City Press & New Age | Print | 477 351.87 |
| January 2013 | Sunday Times & City Press | Print | 296 082.95 |
| January 2013 | Sunday Times & City Press | Print | 433 341.05 |
| February 2013 | Sunday Times & City Press | Print | 472 912.40 |
| March 2013 | Sunday Times & City Press | Print | 305 499.98 |
| June 2013 | Sunday Times & City Press | Print | 477 351.87 |
| June 2013 | Sunday Times & City Press | Print | 359 965.23 |
| June 2013 | Sunday Times & City Press | Print | 486 045.71 |
| July 2013 | Sunday Times & City Press | Print | 436 345.71 |
| August 2013 | Legal Brief | Print | 73 341.05 |
| September 2013 | Sunday Times & City Press | Print | 394 299.02 |
| September 2013 | Sunday Times & City Press | Print | 472 912.40 |
| October 2013 | Sunday Times & City Press | Print | 405 454.98 |
| October 2013 | Sunday Times & City Press | Print | 436 345.71 |
| October 2013 | Sunday Times & City Press | Print | 396 082.95 |
| November 2013 | Sunday Times & City Press | Print | 394 199.36 |
| November 2013 | Sunday Times & City Press | Print | 477 351.87 |
| November 2013 | Sunday Times & City Press | Print | 396 082.95 |
| February 2014 | Sunday Times & City Press | Print | 473 351.87 |
| February 2014 | Sunday Times & City Press | Print | 396 082.95 |
| February 2014 | Sunday Times & City Press | Print | 433 341.05 |
| March 2014 | Sunday Times & City Press | Print | 472 912.40 |
| March 2014 | Sunday Times & City Press | Print | 305 499.98 |
| March 2014 | Sunday Times & City Press | Print | 473 352.89 |
| May 2014 | Legal Brief | Print | 75 155.90 |
| June 2014 | Sunday Times & City Press | Print | 352 005.07 |
| June 2014 | Sunday Times & City Press | Print | 396 470.75 |
| June 2014 | Sunday Times & City Press | Print | 296 370.30 |
| July 2014 | Sunday Times & City Press | Print | 465 418.23 |
| **TOTAL** |  |  | **R11 330 928.45** |