

# ANNEXURE A

## ANNEXURE A

### The Presidency

- (1) (i) The total expenditure that the Presidency spent on print in the 2009-10 to 2012-13 financial years:
- |      |         |               |
|------|---------|---------------|
| (aa) | 2009-10 | R1 362 326.30 |
| (bb) | 2010-11 | R1 546 428.35 |
| (cc) | 2011-12 | R5 541 256.18 |
| (dd) | 2012-13 | R4 524 454.10 |
- (ii) The total expenditure that the Presidency spent on broadcast advertising in the 2009-10 to 2012-13 financial years:
- |      |         |               |
|------|---------|---------------|
| (aa) | 2009-10 | R2 334 124.65 |
| (bb) | 2010-11 | R1 420 734.42 |
| (cc) | 2011-12 | R754 794.15   |
| (dd) | 2012-13 | R714 071.61   |
- (2) Refer to table herewith below

Table on part two of the Parliamentary Question 1111[NW 1344E]

Parliamentary Question 1111		
Financial Year	Item	Expenditure
<b>2009-2010</b>	ADVERT: PROMOTIONAL ITEMS	R 995 254.77
	ADVERT: MARKETING	-
	ADVERT: RECRUITMENT	R 1 153 984.89
	ADVERT: TENDERS	R 184 884.99
		<b>R 2 334 124.65</b>
<b>2010-2011</b>	ADVERT: PROMOTIONAL ITEMS	R 215 072.96
	ADVERT: MARKETING	-
	ADVERT: RECRUITMENT	R 1 089 013.74
	ADVERT: TENDERS	R 116 647.72
		<b>R 1 420 734.42</b>

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<b>2011-2012</b>	ADVERT: PROMOTIONAL ITEMS	R 307 112.12
	ADVERT: MARKETING	-
	ADVERT: RECRUITMENT	R 340 861.93
	ADVERT: TENDERS	R 106 820.10
		<b>R 754 794.15</b>
<b>2012-2013</b>	ADVERT: PROMOTIONAL ITEMS	R 52 101.59
	ADVERT: MARKETING	R 1 818.30
	ADVERT: RECRUITMENT	R 513 844.31
	ADVERT: TENDERS	R 146 307.41
		<b>R 714 071.61</b>
		<b>R 5 223 724.83</b>
<b>Financial Year</b>	<b>Item</b>	<b>Expenditure</b>
<b>2009-2010</b>	PRINTING DEPARTMENTAL	R 1 358 748.99
	O/P: PRINTING & PUBLICATION SERVICES	R 3 577.31
		<b>R 1 362 326.30</b>
<b>2010-2011</b>	PRINTING DEPARTMENTAL	R 1 154 741.05
	O/P: PRINTING & PUBLICATION SERVICES	R 391 687.30
		<b>R 1 546 428.35</b>
<b>2011-2012</b>	PRINTING DEPARTMENTAL	R 701 964.12
	O/P: PRINTING & PUBLICATION SERVICES	R 4 839 292.06
		<b>R 5 541 256.18</b>
<b>2012-2013</b>	PRINTING DEPARTMENTAL	R 210 149.81
	O/P: PRINTING & PUBLICATION SERVICES	R 4 314 304.29
		<b>R 4 524 454.10</b>
		<b>R 12 974 464.93</b>
<b>Summary</b>		
2009-2013	ADVERTISING	R 5 223 724.83
	PRINTING	R 12 974

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		464.93
		<b>R 18 198 189.76</b>

# ANNEXURE B

**REPLY FOR DPME:**

(1) (b) (i) (cc) R697 366.23 (print advertising for vacant posts in the department)  
 (dd) R354 626. 40 (print advertising for vacant posts in the department)

(2) (a)(b) (ii) (cc) & (dd)

2011/12	2012/13
<p><b>April 2011</b></p> <p>City Press: R72745.68            Sunday Times: R88039.92            Business Day: R6117.70</p> <p><b>May 2011</b></p> <p>Pretoria News: R2465.90            Sowetan: R10823.62</p> <p><b>October 2011</b></p> <p>Sunday Times: R83 406.24            Business Day: R18 782.40</p> <p><b>November 2011</b></p> <p>Sunday Times: R24651.15            Business Day: R8564.77            Sunday Times: R74138.88            Business Day: R16635.84</p> <p><b>December 2011</b></p> <p>Sunday Times: 47541.56            Business Day: 16517.78</p> <p><b>January 2012</b></p> <p>Pretoria News: R2379.38            Star: R8184.41</p> <p><b>February 2012</b></p> <p>Sunday Times: R81491            Business Day: R28176</p>	<p><b>April 2012</b></p> <p>Sunday Times: R17 047.20            Pretoria News: R2 352.37</p> <p><b>June 2012</b></p> <p>Business Day: R7858.89            Sunday Times: R34 094.39            Sunday Times: R17047.20</p> <p><b>July 2012</b></p> <p>Sunday Times: R30 394.22            Business Day: R10508.98</p> <p><b>September 2012</b></p> <p>Sunday Times: R33 065.31            Business Day: R11 445.65</p> <p><b>November 2012</b></p> <p>Sunday Times: R33103.27            Business Day: R11 445.65            Sunday Times: R33 103.27            Business Day: R11445.65</p> <p><b>January 2013</b></p> <p>Sunday Times: R47 278.08            Business Day : R12 610.77</p> <p><b>February 2013</b></p> <p>Business Day:R7036.44            Pretoria News: R2976.79</p>

**March 2012**

**Sunday Times: R79289.28**

**Business Day: R27 414.72**

**Star: R10239.50**

**Sunday Times: R21572.81**

# ANNEXURE C



**Government Communication and Information System (GCIS)**

- (1) (b) The GCIS spent (aa) R12 988 44.61 in 2009-10. (bb) R2 262 111.58 was spent between April and August 2010. In this period, media buying was outsourced. The outsourced media agency is no longer a trading entity, and detailed data is unavailable. R10 809 465.05 was spent during September 2010 and March 2011 when GCIS undertook to purchase media on department's behalf. R1 487 595.79 was spent on (i) print media, and R 7 318 429.97 on (ii) broadcast media. (cc) R10 561 053.08 was spent in 2011-12, (i) R4 565 744.64 in print, and (ii) R3 891 260.00 in broadcast media. (dd) R 14 010 062.14 was spent in 2012-13, (i) R3 502 794.92 in print, and (ii) R8 534 731.81 in broadcast media
- (2) Attached herewith please find tables in relation to (a)(i) which radio or television station the advertisements were broadcast and (ii) in which newspapers the advertisements were published in the (aa) 2009-10, (bb) 2010-11, (cc) 2011-12 and (dd) 2012-13 financial years and (b) at what cost in each specified case.

<b>(aa) 2009-2010</b>	
<b>PER DEPARTMENT</b>	<b>SUPPLIER MERCURY MEDIA</b>
	<b>ACTUAL AMOUNT SPEND</b>
GCIS Marketing	R 12 692 509.21
GCIS Marketing (Stone Consulting)	R 295 937.40

<b>(bb) APRIL 2010 - AUGUST 2010</b>	
<b>PER DEPARTMENT</b>	<b>SUPPLIER MERCURY MEDIA</b>
	<b>ACTUAL AMOUNT SPEND</b>
GCIS Marketing	R 2 262 111.58

<b>(bb) SEPT 2010 TO MARCH 2011</b>	
<b>PER DEPARTMENT/SUPPLIER</b>	<b>GCIS MEDIA BUYING</b>
	<b>ACTUAL AMOUNT SPEND</b>
GCIS Marketing	
Ads24	
Avusa	R 390 131.43
Boo Media	R 509 372.32
CFG	R 670 085.21
Community Radio Stations	R 225 000.00
ETV	R 413 000.00
Motswako Media	R 1 069 844.40
Mxit Lifestyle	R 195 409.59
New Age Media	R 178 980.00
Primall	R 265 870.80
Primedia Broadcasting	R 929 374.08
Radmark	R 265 819.46
SABC	R 319 480.22
School Talk	R 4 406 920.22
The Inc	R 29 565.90
Urban Brew	R 292 655.34
	R 647 956.08

<b>(cc) 2011-2012</b>	
<b>PER DEPARTMENT/SUPPLIER</b>	<b>GCIS MEDIA BUYING</b>
	<b>ACTUAL AMOUNT SPEND</b>
GCIS	
Ads 24	
Aganang fm	R 253 190.39
Alfred nzo	R 36 000.00
Alpha radio	R 36 000.00
Atlantis radio	R 36 000.00
Avusa	R 36 000.00
Bay fm	R 656 369.25
	R 36 000.00

<b>(aa) 2009-2010</b>	
PER DEPARTMENT	SUPPLIER MERCURY MEDIA
	ACTUAL AMOUNT SPEND
GCIS Marketing	R 12 692 509.21
GCIS Marketing (Stone Consulting)	R 295 937.40

<b>(bb) APRIL 2010 - AUGUST 2010</b>	
PER DEPARTMENT	SUPPLIER MERCURY MEDIA
	ACTUAL AMOUNT SPEND
GCIS Marketing	R 2 262 111.58

<b>(bb) SEPT 2010 TO MARCH 2011</b>	
PER DEPARTMENT/SUPPLIER	GCIS MEDIA BUYING
	ACTUAL AMOUNT SPEND
GCIS Marketing	
Ads24	
Avusa	R 390 131.43
Boo Media	R 509 372.32
CFG	R 670 085.21
Community Radio Stations	R 225 000.00
ETV	R 413 000.00
Motswako Media	R 1 069 844.40
Mxit Lifestyle	R 195 409.59
New Age Media	R 178 980.00
Primall	R 265 870.80
Primedia Broadcasting	R 929 374.08
Radmark	R 265 819.46
SABC	R 319 480.22
School Talk	R 4 406 920.22
The Inc	R 29 565.90
Urban Brew	R 292 655.34
	R 647 956.08

<b>(cc) 2011-2012</b>	
PER DEPARTMENT/SUPPLIER	GCIS MEDIA BUYING
	ACTUAL AMOUNT SPEND
GCIS	
Ads 24	
Aganang fm	R 253 190.39
Alfred nzo	R 36 000.00
Alpha radio	R 36 000.00
Atlantis radio	R 36 000.00
Avusa	R 36 000.00
Bay fm	R 656 369.25
	R 36 000.00

Bhubezi Communications	R 267 957.00
Botlokwa Radio	R 36 000.00
Bush Radio	R 36 000.00
Bushbuckridge radio	R 36 000.00
City Press	R 199 323.30
Continental outdoor media	R 766 080.00
Eden fm	R 36 000.00
Eldos fm	R 36 000.00
Forte fm	R 36 000.00
Franshoek Fm	R 36 000.00
Gamkaland radio	R 36 000.00
Global Africa Network	R 51 243.00
Good news	R 36 000.00
Graaf-Reinet radio	R 36 000.00
Greater Middelburg	R 36 000.00
Hamashe	R 1 039 686.80
Helderberg radio	R 36 000.00
HRM	R 374 996.57
Imbokodo	R 36 000.00
Impact Radio	R 36 000.00
Inkonjane	R 36 000.00
Kaboesna radio	R 36 000.00
Kangala Radio	R 36 000.00
Kanyamazane	R 36 000.00
Kathorus	R 36 000.00
KC radio	R 36 000.00
Khanya fm	R 36 000.00
Kingfisher radio	R 36 000.00
Kragbron radio	R 36 000.00
Kurara FM	R 36 000.00
Letlhabile fm	R 36 000.00
Mafikeng Radio	R 36 000.00
Mafisa radio	R 36 000.00
Maputaland fm	R 36 000.00
Massiv TV	R 165 300.00
Moletsi fm	R 36 000.00
Moretele radio	R 36 000.00
Moutse fm	R 36 000.00
Muslim broadcasting	R 36 000.00
Naledi Radio	R 36 000.00
Namakwaland radio	R 36 000.00
NFM Radio	R 36 000.00
Overvaal Stereo	R 36 000.00
Panorama radio	R 36 000.00
Qwa-Qwa Radio	R 36 000.00
Radio 786	R 29 000.00
Rainbow fm	R 36 000.00
Riverside radio	R 36 000.00
SABC	R 1 033 980.00
Sekgosese FM	R 36 000.00

Sekhukhune fm	R 36 000.00
Setsoto fm	R 36 000.00
Slingshot Media	R 156 180.00
Soshanguve Radio	R 36 000.00
Sound Fusion	R 30 324.64
Star fm	R 36 000.00
Takalani Radio	R 36 000.00
Teemaneng radio	R 36 000.00
The Inc	R 71 778.73
The Star	R 97 529.03
Thetha fm	R 36 000.00
TNA	R 2 861 314.37
Tshwane tv	R 22 800.00
Tubatse fm	R 36 000.00
Turf radio	R 36 000.00
TUT	R 36 000.00
Tygerberg radio	R 36 000.00
Ulwazi fm	R 36 000.00
Umgugundlovo radio	R 36 000.00
Unitra radio	R 36 000.00
Univen radio	R 36 000.00
Vaal University	R 36 000.00
Vaaltar fm	R 36 000.00
Valley fm	R 36 000.00
Vukani Radio	R 36 000.00
West Coast radio	R 36 000.00
Whale Coast radio	R 36 000.00
Witbank fm	R 36 000.00
Zibonele radio	R 36 000.00

ad 2012-2013	
GCIS MEDIA BUYING	
PER DEPARTMENT/SUPPLIER	ACTUAL AMOUNT SPEND
GCIS	
Ads 24	R 1 408 243.90

Adverlife outdoor	R 246 000.00
Aganang FM	R 26 000.00
Alex FM	R 5 200.00
Alfred NZO Comm Radio	R 15 600.00
Alive Advertising	R 57 000.00
Avusa	R 493 925.27
Bay FM	R 5 200.00
Bush Radio	R 26 000.00
Comutanet	R 448 488.77
Continental outdoor	R 237 040.02
Eden FM	R 26 000.00
Eldorado today media	R 15 600.00
Eldos FM Comm Radio	R 26 000.00
Emalahleni FM	R 5 200.00
Forte Comm Radio	R 15 600.00
Good News Comm Radio	R 26 000.00
Greater Middelburg	R 31 200.00
Greater Tzaneen Comm Radio	R 15 600.00
Imbokodo FM	R 15 600.00
Impact Radio	R 20 800.00
Inanda Comm Radio	R 5 200.00
Indosakusa comm radio	R 20 800.00
Inkonjane FM	R 26 000.00
Izwi Lethemba fm	R 15 600.00
Izwilomzanzi FM	R 15 600.00
Kangala Comm Radio	R 26 000.00
Kanyamazane Comm Radio	R 26 000.00
Karabo FM	R 5 200.00
Karabo media marketing	R 525 864.00
Khanya Comm Radio	R 26 000.00
Kingfisher FM	R 20 800.00
Kurara FM	R 26 000.00
Lentswe Stereo	R 5 200.00
Lethabile comm radio	R 26 000.00
Mafikeng Comm Radio	R 20 800.00
Mdantsane fm	R 15 600.00
Media move	R 1 801.20
Milele Group	R 167 267.24
Mohodi comm radio	R 5 200.00
Mokopane comm radio	R 20 800.00
Moletjie Comm Radio	R 26 000.00
Moretele radio	R 10 400.00
Mosupatsela Comm Radio	R 5 200.00
Motheo FM	R 10 400.00
Moutse Comm Radio	R 26 000.00
Muslim Broadcasting Corporation	R 26 000.00
Naledi Comm Radio	R 5 200.00
Newcastle Radio	R 10 400.00
North West University	R 15 600.00
Nqubela Comm Radio	R 10 400.00

Outsmart outdoor	R 167 038.92
Phalaborwa Comm Radio	R 31 200.00
Primedia outdoor	R 186 646.50
Qwa-Qwa Radio	R 26 000.00
Radio 786	R 26 000.00
Radio Alpha	R 26 000.00
Radio Atlantis	R 26 000.00
Radio Bushbuck Ridge	R 20 800.00
Radio Gamkaland	R 20 800.00
Radio Graaff-Reinet	R 26 000.00
Radio Helderberg	R 26 000.00
Radio Kaboensa	R 10 400.00
Radio KC	R 20 800.00
Radio Kragbron	R 26 000.00
Radio Mafisa	R 26 000.00
Radio Namakwaland	R 20 800.00
Radio NFM	R 26 000.00
Radio Panorama	R 26 000.00
Radio Riverside	R 26 000.00
Radio Sunny South	R 5 200.00
Radio Teemaneng	R 15 600.00
Radio Turf	R 20 800.00
Radio Tygerberg	R 15 600.00
Radio West Coast	R 10 400.00
Radio Zibonele	R 20 800.00
Radmark	R 377 568.00
Rainbow FM	R 26 000.00
Rhodes Music Radio	R 5 200.00
SABC	R 5 468 242.20
Sekgosese Comm Radio	R 10 400.00
Sekhukhune Comm Radio	R 10 400.00
Soshanguve Comm Radio	R 20 800.00
Sound Fusion Media	R 25 720.00
Star FM	R 26 000.00
Takalani Comm Radio	R 5 200.00
The Inc	R 164 313.82
Thetha FM	R 5 200.00
TNA	R 1 436 311.93
Tshwane University of Technology	R 20 800.00
Tubatse Community Radio	R 5 200.00
Turf radio	R 5 200.00
Uhuru	R 431 800.00
Ulwazi FM	R 5 200.00
Umgugundlovu Comm Radio	R 26 000.00
Unique Radio	R 20 800.00
United stations	R 152 950.00
Univen Radio	R 5 200.00
Urban Brew	R 288 040.37
Vaal University of Tech Radio	R 15 600.00
Vaaltar FM	R 10 400.00

Valley FM	R 20 800.00
Vibe FM	R 20 800.00
Vukani Comm Radio	R 15 600.00
Whale Coast FM	R 26 000.00
Witbank Community Radio	R 20 800.00
Yonder Media	R 171 000.00



# ANNEXURE D

## ANNEXURE D

**Brand South Africa**

- (1) (i) The total expenditure that the Brand South Africa spent on print and broadcast advertising

(aa) 2009/2010: Print - R113 600: Broadcast - R13 285 256

(bb) 2010/2011: Print - R6 761 618: Broadcast - R11 904 184

(cc) 2011/2012: Print - R1 235 923: Broadcast - R12 682 433

(dd) 2012/2013: Print - R760 617: Broadcast - R3 539 435

- (2) Refer to table herewith below

Table on part two of the Parliamentary Question 1111 [NW 1344E]

ANNUAL ADVERTISING SPEND					
	2008-2009	2009-2010(aa)	2010-2011(bb)	2011-2012(cc)	2012-2013(dd)
PRINT SPEND					
Cosmopolitan		113 600			
City Press			298 831	21 360	48 940
Mail & Guardian			116 667	316 987	72 678
Sunday Independent					176 061
Sunday Times	38 910		1 341 037	431 987	29 640
Sowetan			56 922	114 000	
Mining Prospectus				27 132	
G20&G8 Publication				168 700	
Nepad Guide Book					62 733
New Age			107 638	27 204	
Top women Edition				91 200	
Wits Business school journal					370 563
Star/Pretoria News				37 352	
China Daily			1 154 625		
Economic Times of India			1 184 496		
Mint WSJ:India			352 632		
Mint WSJ:Brazil			400 164		
Moscow Times			207 480		

## ANNEXURE D

Business Day			114 440		
Business Day Report			293 902		
Beeld			141 406		
The Star			192 194		
Cape Argus			109 056		
Daily news			91 968		
Sunday World			122 353		
Rapport			475 807		
<b>B</b>					
Print	38 910	113 600	6 761 618	1 235 923	760 617
<b>RADIO SPEND</b>					
MDDA	1 126 638	960 336	700 476	452 521.11	
SABC	2 874 929	4 583 718	672 220	1 324 038.75	189 639.47
Commercial radio stations	780 555	1 391 163	249 604		
Primedia	909 734	1 484 530	273 885		
Classic FM	54 215	152 550	0		
Y FM	108 625	746 738	0		
Urban private commercial	374 089	653 621	148 085		
<b>Radio</b>	<b>6 230 785</b>	<b>9 972 656</b>	<b>2 044 270</b>	<b>1 776 559.86</b>	<b>189 639.47</b>
<b>TV BROADCAST SPEND</b>					
CNN			3 098 296	80 500	
Summit					114 000
Community TV					456 000
CSN	5 000				
ETV	3 089 773	778 000		2 128 500	192 249.60
DSTV	2 536 416	628 000		5 290 150	656 263
SABC	10 569 893	1 793 000		2 170 800	1 170 666
<b>Television</b>	<b>16 201 082</b>	<b>3 199 000</b>	<b>3 098 296</b>	<b>9 669 950</b>	<b>2 589 178.</b>
<b>Total spend</b>	<b>22 470 777</b>	<b>13 285 256</b>	<b>11 904 184</b>	<b>12 682 433</b>	<b>3 539 435</b>

# ANNEXURE E

ANNEXURE E

**Media Development Diversity Agency (MDDA)**

(1) (b) (ii) There were no amounts spent on broadcast advertising by MDDA

(1) & (2) (b) Print Advertising:

(ii) (aa) Financial Year 2009-10

<i>Name of the Newspaper</i>	<i>Description of the advert</i>	<i>Cost</i>
1. Sowetan	Finance Officer & Project Officer posts	32 461.12
2. City Press	Finance Officer & Project Officer posts	16 230.56
3. Sowetan	HR Manager post	40 200.96
4. City Press	HR Manager post	39 501.00
<b>Total Amount</b>		<b>128 393.64</b>

**(bb) Financial Year 2010-11**

<i>Name of the Newspaper</i>	<i>Description of the advert</i>	<i>Cost</i>
1. City Press	Internal Audit & Risk Manager post	33 690.60
2. Sunday World	Internal Audit & Risk Manager post	23 955.64
3. The Star	Internal Audit & Risk Manager post	18 190.65
4. Sowetan	Project Director post	14 698.12
5. Mail & Guardian	Project Director post	12 837.85
6. Sowetan	Manager in CEO's post	16 138.30
7. City Press	Manager in CEO's office post	24 145.20
<b>Total Amount</b>		<b>143 656.36</b>

**(cc) Financial Year 2011-12**

<i>Name of the Newspaper</i>	<i>Description of the advert</i>	<i>Cost</i>
1. Sowetan and Sunday World	Finance Manager post	31 464.00
2. Sowetan and Sunday World	HR Manager post	49 083.84
3. Sowetan and Sunday World	IT and Legal Manager posts	46 566.72
<b>Total Amount</b>		<b>127 114.56</b>

**(dd) Financial Year 2012-13**

<i>Name of the Newspaper</i>	<i>Description of the advert</i>	<i>Cost</i>
1. Sowetan	Internal Audit tender	10 738.80
2. Sowetan	Travel, Courier tender	27 920.88
3. Sowetan and Sunday World	Project Officer post	20 178.00
4. Sowetan and Sunday	SCM, IT & HR Manager posts	52 462.80

## ANNEXURE E

World		
5. City Press	COO post	13 286.70
6. Sowetan and Sunday World	COO post	21 409.20
7. Sunday Times	COO post	28 016.64
8. The New Age	COO post	11 799.00
<b>Total Amount</b>		<b>185 812.02</b>

# ANNEXURE F

## ANNEXURE F

## National Youth Development Agency (NYDA)

(1) (b) (i) (ii) (aa) (bb) (cc) (dd)

<b>ADVERTISING COSTS TRACKING FOR 2009 - 2013</b>
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LINE ITEM	Apr 2009 - Mar 2010	Apr 2010 - Mar 2011	Apr 2011 - Mar 2012	Apr 2012 - Mar 2013	TOTALS
<b>ABOVE THE LINE ADVERTISING</b>					
Television	R -	R 6 392 420.02	R 2 082 473.34	R 2 385 672.40	R 10 860 565.76
Radio	R 68 400.00	R -	R 884 374.02	R 5 251 199.48	R 6 203 973.50
Print	R 969 129.59	R 1 774 114.01	R 6 270 981.53	R 5 215 017.86	R 14 229 242.99
Mobile phone platforms	R 2 134.32	R 145 531.46	R 23 542.01	R -	R 171 207.79
Billboards	R -	R 1 326 628.94	R 5 643.00	R -	R 1 332 271.94
	<b>R 1 039 663.91</b>	<b>R 9 638 694.43</b>	<b>R 9 267 013.90</b>	<b>R 12 851 889.74</b>	<b>R 32 797 261.98</b>
<b>BELOW THE LINE ADVERTISING</b>					
Online	R -	R -	R -	R 285 341.43	R 285 341.43
	<b>R -</b>	<b>R -</b>	<b>R -</b>	<b>R 285 341.43</b>	<b>R 285 341.43</b>
<b>Overall Totals</b>	<b>R 1 039 663.91</b>	<b>R 9 638 694.43</b>	<b>R 9 267 013.90</b>	<b>R 13 137 231.17</b>	<b>R 33 082 603.41</b>



## ANNEXURE F

(2) (a) (i) (ii) (aa) (b)

**ABOVE THE LINE ADVERTISING (Apr 2009 - Mar 2010)**

Publication /Channel /Medium	Print	TV	Radio	Billboards	Online	Mobile phones platforms
Picasso Headline	R 582 928.00					
SABC			R 68 400.00			
City Press	R 79 800.00					
Bix and Rage	R 8 191.62					
Bona	R 28 015.15					
Sawubona	R 32 490.00					
Sowetan Soccer	R 22 800.00					
MTN - Bulk SMSs						R 813.91
City Press	R 79 800.00					
Ayanda Mbanga Communications	R 135 104.82					
MTN - Bulk SMSs						R 1 320.41
	<b>R 969 129.59</b>	<b>R -</b>	<b>R 68 400.00</b>	<b>R -</b>	<b>R -</b>	<b>R 2 134.32</b>

## ANNEXURE F

(2) (a) (i) (ii) (bb) (b)

<b>ABOVE THE LINE ADVERTISING (Apr 2010 - Mar 2011)</b>
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Publication /Channel /Medium	Print	TV	Radio	Billboards	Online	Mobile phone platforms
Highbury Safika Media	R 100 574.22					
The Star	R 21 173.91					
Sowetan	R 254 220.00					
SABC		R 4 164 946.68				
Independent Newspapers	R 70 351.68					
SABC		R 2 082 473.34				
Media24	R 156 460.66					
Avusa Media	R 547 562.40					
Mail and Guardian	R 90 014.40					
Mxit Lifestyle						R 88 008.00
Mail and Guardian	R 31 122.00					
Business Day	R 12 540.00					
Karibu Media - billboard				R 625 689.68		
Zazise Communications				R 604 200.00		
Karibu Media				R 49 087.26		
Business Day	R 19 535.04					
Sunday Sun and Sunday World	R 65 930.76					
Picasso Headline Newsletters	R 85 443.00					
TNA Media	R 100 000.00					
MTN - Bulk SMSs						R 57 523.46
Hermes Multimedia	R 5 804.88					
Government Printing Works - Tender Bulletin	R 586.38					
Trademark Administration/Touch Lives		R 145 000.00				
SA Citi Media				R 47 652.00		
Ayanda Mbanga Communications	R 178 113.60					
Brabys	R 34 681.08					
	<b>R 1 774 114.01</b>	<b>R 6 392 420.02</b>	<b>R -</b>	<b>R 1 326 628.94</b>	<b>R -</b>	<b>R 145 531.46</b>

## ANNEXURE F

(2) (a) (i) (ii) (cc) (b)

<b>ABOVE THE LINE ADVERTISING (Apr 2011 - Mar 2012)</b>
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Publication /Channel /Medium	Print	TV	Radio	Billboards	Online	Mobile phone platforms
Highbury Safik Media	R 105 963.00					
SABC		R 2 082 473.34				
Mail and Guardian	R 135 540.30					
Melwater News SA (Pty) Ltd	R 33 000.00					
CEO Magazine	R 410 400.00					
Sowetan	R 220 758.68					
Avusa Media	R 349 222.01					
Independent Newspapers	R 231 478.49					
Newspaper Advertising Bureau	R 690 451.47					
The Star	R 150 000.00					
Business Day	R 242 774.40					
SABC			R 219 974.40			
Media24	R 110 899.20					
Poppysmic Publications	R 30 000.00					
Dzing Productions			R 496 128.00			
Gaffney Group	R 68 400.00					
Century Media				R 5 643.00		
The New Age	R 27 268.80					
Mashabela Creatives	R 69 004.20					
Picasso Headline - New Agenda, SA Journal Social and Economic Policy	R 22 743.00					
Global Africa Network - Directory	R 77 770.80					
Dizindaba Media - Iphepha le si Xhosa	R 12 912.00					
Sawubona Magazine	R 36 480.00					
Masande Communication - Skills Focus Magazine	R 30 210.00					
Loocha Magazine	R 2 308 500.00					
Infocus Publishing - Your Business Magazine	R 6 270.00					
Tender advert in the Sunday Times	R 55 847.82					
Advert at OR Tambo airport			R 168 271.62			
Women in Motion Magazine	R 389 053.50					
Sunday Times tender advert	R 111 695.66					
Government Printing Works - Tender Bulletin	R 3 936.43					
MTN - Bulk SMSs						R 23 542.01
Hermes Multimedia	R 340 401.77					
	<b>R 6 270 981.53</b>	<b>R 2 082 473.34</b>	<b>R 884 374.02</b>	<b>R 5 643.00</b>	<b>R -</b>	<b>R 23 542.01</b>

## ANNEXURE F

(2) (a) (i) (ii) (dd) (b)

<b>ABOVE THE LINE ADVERTISING (Apr 2012 - Mar 2013)</b>
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Publication /Channel /Medium	Print	TV	Radio	Billboards	Online
Highbury Safika Media	R 39 900.00				
Independent Newspapers	R 105 350.27				
Alex FM			R 23 795.52		
Times Media	R 167 110.32				
Loocha Magazine	R 2 782 778.63				
SABC advertising for Youth Month			R 1 316 700.00		
South African Youth Awards - SABC radio, Y FM, Capricorn FM, Gagasi FM, East Coast FM, North West FM , Heart FM			R 2 296 610.52		
South African Youth Awards - Daily Sun, Sowetan, The New Age, City Press, Sunday World, Sunday Sun, Rapport	R 672 156.54				
South African Youth Awards - SABC 1, ETV and DSTV		R 1 183 149.00			
South African Youth Awards adverts - News24, IOL, Metro FM, TimesLIVE, Sowetan online					R 285 341.43
South African Youth Awards adverts - Daily Sun and The New Age	R 86 657.67				
South African Youth Awards adverts - Heart FM, Y FM, Capricorn FM, North West FM, Gagasi, East Coast			R 1 614 093.44		
Picasso Media	R 31 923.71				
Sunday Times advert	R 2 850.00				
Career Time advert	R 20 593.19				
Directory	R 191 479.03				
Uhuru publication	R 54 360.90				
Government Printing Works	R 155 729.57				
Argo support publication	R 95 739.14				
Women in Motion	R 389 053.50				
Media point directory	R 191 479.03				
Directory	R 83 648.64				
Tsalena Media	R 23 982.75				
Government Printing Works - Tender Bulletin	R 661.77				
New Age - Back to school advert	R 119 563.20				

ANNEXURE F

I Pledge TV advert - SABC 1 and 2, Enews, CNBC and Summit TV		R 987 023.40			
I pledge advert on SABC		R 215 500.00			
	<b>R 5 215 017.86</b>	<b>R 2 385 672.40</b>	<b>R 5 251 199.48</b>	<b>R -</b>	<b>R 285 341.43</b>