

**Senate Community Affairs Committee**

**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**

**HEALTH PORTFOLIO**

**Supplementary Budget Estimates 2013-14, 20 November 2013**

**Question: E13-234**

**OUTCOME:** 0 - Whole of Portfolio

**Topic:** Medicare Communications Campaign

**Type of Question:** Written Question on Notice

**Senator:** Boyce

**Question:**

Can you break down the figure by what was spent on print, television and on-line?

**Answer:**

Approximate media buy 2013-2014 expenditure (GST exclusive) is detailed in the table below.

Medium	Approximate expenditure by medium (GST exclusive)
Television	1,340,200
Radio	413,200
Print	1,094,600
Online	742,600
Media despatch	88,158
TOTAL	\$3,678,758