

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2011-12 Additional Estimates Hearings

Outcome Number: Cross

Question No: 12

Topic: The Line

Hansard Page: 16/02/2012 - CA13

Senator Fifield asked:

What is the print and radio expenditure to date for the Line campaign. What is the total cost of the on-line and web component?

Answer:

The table below details the print and radio expenditure and costs for online and web for *The Line* campaign to 31 January 2012. All figures provided are GST exclusive.

Print advertising (includes print-handicapped materials)	\$1,300,444.40
Radio advertising	\$2,586,388.90
Online advertising (includes digital and search)	\$2,686,376.80
Online/web (includes web development, moderation and maintenance)	\$1,473,982.60
TOTAL	\$8,047,192.70