

# 199 ADVERTISING

## State Contract Spend Summary

Aggregate Total Contract Spend					
	FY08	FY09	FY10	FY11	FY12
JUL	\$ -	\$ 156,647	\$ 160,038	\$ 209,755	\$ 51,128
AUG	\$ -	\$ 182,820	\$ 124,365	\$ 162,481	\$ 87,976
SEP	\$ -	\$ 151,410	\$ 86,469	\$ 120,032	\$ 43,549
OCT	\$ -	\$ 362,508	\$ 286,638	\$ 420,346	\$ 241,706
NOV	\$ -	\$ 129,650	\$ 154,309	\$ 108,249	\$ 40,856
DEC	\$ -	\$ 85,962	\$ 87,375	\$ 132,274	\$ 43,171
JAN	\$ -	\$ 131,436	\$ 168,825	\$ 181,706	\$ 81,862
FEB	\$ -	\$ 112,201	\$ 112,826	\$ 142,096	\$ 59,906
MAR	\$ -	\$ 109,331	\$ 100,248	\$ 101,475	\$ 48,872
APR	\$ -	\$ 137,126	\$ 166,679	\$ 129,421	\$ 68,479
MAY	\$ -	\$ 129,202	\$ 161,744	\$ 135,404	\$ 53,996
JUN	\$ -	\$ 112,707	\$ 113,539	\$ 142,941	\$ 53,700
<b>YTD Comparative Mo. Avg</b>	<b>\$ -</b>	<b>\$ 150,083</b>	<b>\$ 143,588</b>	<b>\$ 165,515</b>	<b>\$ 72,933</b>
<b>YTD Comparative Total</b>	<b>\$ -</b>	<b>\$ 1,800,999</b>	<b>\$ 1,723,054</b>	<b>\$ 1,986,180</b>	<b>\$ 875,201</b>
<b>% Increase</b>		<b>0.0%</b>	<b>-4.3%</b>	<b>15.3%</b>	<b>-55.9%</b>
Overall Mo. Avg		\$ 150,083	\$ 143,588	\$ 165,515	\$ 72,933
Overall Year Total	\$ -	\$ 1,800,999	\$ 1,723,054	\$ 1,986,180	\$ 875,201
Overall % Increase		0.0%	-4.3%	15.3%	-55.9%
(based on monthly average)					

Total Agency Contract Spend					
	FY08	FY09	FY10	FY11	FY12
JUL	\$ -	\$ 148,148	\$ 149,440	\$ 201,244	\$ 43,573
AUG	\$ -	\$ 176,713	\$ 116,087	\$ 158,896	\$ 85,872
SEP	\$ -	\$ 147,315	\$ 80,859	\$ 120,032	\$ 41,296
OCT	\$ -	\$ 357,009	\$ 277,624	\$ 417,084	\$ 233,727
NOV	\$ -	\$ 121,738	\$ 141,480	\$ 99,311	\$ 34,000
DEC	\$ -	\$ 84,096	\$ 80,813	\$ 127,116	\$ 36,031
JAN	\$ -	\$ 129,196	\$ 161,515	\$ 175,607	\$ 67,940
FEB	\$ -	\$ 109,749	\$ 108,893	\$ 135,169	\$ 50,884
MAR	\$ -	\$ 105,749	\$ 96,423	\$ 91,301	\$ 41,572
APR	\$ -	\$ 131,663	\$ 159,649	\$ 122,552	\$ 60,155
MAY	\$ -	\$ 126,349	\$ 156,277	\$ 125,509	\$ 43,911
JUN	\$ -	\$ 105,710	\$ 106,638	\$ 135,591	\$ 42,044
<b>YTD Comparative Mo. Avg</b>	<b>\$ -</b>	<b>\$ 145,286</b>	<b>\$ 136,308</b>	<b>\$ 159,118</b>	<b>\$ 65,084</b>
<b>YTD Comparative Total</b>	<b>\$ -</b>	<b>\$ 1,743,436</b>	<b>\$ 1,635,698</b>	<b>\$ 1,909,412</b>	<b>\$ 781,004</b>
<b>% Increase</b>		<b>0.0%</b>	<b>-6.2%</b>	<b>16.7%</b>	<b>-59.1%</b>
Overall Mo. Avg		\$ 145,286	\$ 136,308	\$ 159,118	\$ 65,084
Overall Year Total	\$ -	\$ 1,743,436	\$ 1,635,698	\$ 1,909,412	\$ 781,004
Overall % Increase		0.0%	-6.2%	16.7%	-59.1%

Total School Contract Spend					
	FY08	FY09	FY10	FY11	FY12
JUL	\$ -	\$ 8,499	\$ 10,597	\$ 8,512	\$ 7,555
AUG	\$ -	\$ 6,107	\$ 8,279	\$ 3,584	\$ 2,104
SEP	\$ -	\$ 4,096	\$ 5,610	\$ -	\$ 2,253
OCT	\$ -	\$ 5,498	\$ 9,013	\$ 3,262	\$ 7,979
NOV	\$ -	\$ 7,912	\$ 12,829	\$ 8,938	\$ 6,856
DEC	\$ -	\$ 1,865	\$ 6,562	\$ 5,159	\$ 7,140
JAN	\$ -	\$ 2,240	\$ 7,310	\$ 6,099	\$ 13,921
FEB	\$ -	\$ 2,452	\$ 3,933	\$ 6,927	\$ 9,022
MAR	\$ -	\$ 3,582	\$ 3,825	\$ 10,175	\$ 7,301
APR	\$ -	\$ 5,463	\$ 7,030	\$ 6,869	\$ 8,323
MAY	\$ -	\$ 2,853	\$ 5,467	\$ 9,895	\$ 10,085
JUN	\$ -	\$ 6,997	\$ 6,901	\$ 7,349	\$ 11,656
<b>YTD Comparative Mo. Avg</b>	<b>\$ -</b>	<b>\$ 4,797</b>	<b>\$ 7,280</b>	<b>\$ 6,979</b>	<b>\$ 7,850</b>
<b>YTD Comparative Total</b>	<b>\$ -</b>	<b>\$ 57,563</b>	<b>\$ 87,357</b>	<b>\$ 76,768</b>	<b>\$ 94,196</b>
<b>% Increase</b>		<b>0.0%</b>	<b>51.8%</b>	<b>-4.1%</b>	<b>12.5%</b>
Overall Mo. Avg		\$ 4,797	\$ 7,280	\$ 6,979	\$ 7,850
Overall Year Total	\$ -	\$ 57,563	\$ 87,357	\$ 76,768	\$ 94,196
Overall % Increase		0.0%	51.8%	-4.1%	12.5%

