



Further to your information request FOI/EIR 24/25-125, please find your question and our response below.

**Request:**

How much did East Cambridgeshire District Council spend in total on advertising in 2019, 2020, 2021, 2022, and 2023?

For each of these years, please provide a full percentage breakdown of all the platforms used for East Cambridgeshire District Council advertising including:

1. Regional and local UK news brand publishers
  - (a) in print
  - (b) online
2. Google
3. Facebook
4. Other major online platforms e.g., Twitter, Instagram, YouTube, LinkedIn, Tik Tok

Can job advertisements please be included in the figures provided. Please see the below definition we are using to help provide clarity: *'Advertising is a paid-for communication on a third-party platform such as a local newspaper or website intended to promote a product, service, opportunity such as a job vacancy, or organisation, or influence consumer behaviour in some way'*.

**Response:**

Total Spend 2019	£16,510
Total Spend 2020	£15,271
Total Spend 2021	£24,670
Total Spend 2022	£43,992
Total Spend 2023	£25,287

**Percentages**

1(a). Print	2019	14.99%
	2020	3.99%
	2021	0.98%
	2022	15.67%
	2023	6.57%

1(b). Online	2019	85.01%
	2020	96.01%
	2021	99.02%
	2022	81.72%
	2023	93.43%

2. Google Zero

3. Facebook Zero

4. LinkedIn 2022 2.61%

This concludes your request FOI/EIR 24/25-125.

If you disagree with our decision or are otherwise unhappy with how we have dealt with your request in the first instance you may approach [foi@eastcambs.gov.uk](mailto:foi@eastcambs.gov.uk) and request a review. A request for review must be made in no more than 40 working days from the date of this email.

Should you remain dissatisfied with the outcome you have a right under s50 of the Freedom of Information Act to appeal against the decision by contacting the Information Commissioner, Wycliffe House, Water Lane, Wilmslow SK9 5AF.