

**(a) Total Number of Advertisements: 13**

<b>(i) Type of Advertisement</b>	<b>Number of Advertisements</b>
<b>(ii) Print</b>	10
<b>Broadcast</b>	
• <b>(aa) Radio (production)</b>	2
• <b>(bb) Television (production)</b>	1

The table below gives further details of advertising implemented during the period 1 January 2008/9.

<b>ITEM</b>	<b>TYPE OF ADVERT (RADIO, PRINT &amp; TELEVISION)</b>	<b>NAME OF PUBLICATION, RADIO STATIONS &amp; TELEVISION</b>	<b>(b) COST</b>	<b>(c) PURPOSE OF THE ADVERTISEMENT</b>
1. Budget Vote	Print	Newspapers - The Star, City Press, Daily Sun, Sowetan, The Star, Business Day, Cape Argus, Daily Dispatch, The Herald, Stokvel Times; CEO Magazine.	R297 915.73	To promote awareness of the developments, achievements and challenges of the Department in the outgoing year by publishing the highlights of the budget vote speech.
2. Housing Consumer awareness programmes (ie. Are ageng Mzansi campaign and Housing programmes)	Print	Heita my Friends Magazine	Heita my Friends - R68 400	To extend the reach of the Industrial Theatre roll out by communicating the housing messages to audiences who may not have had the opportunity to see the show performed in their provinces.
3. Govan Mbeki Housing Awards advertisement and advertorial	Print	Newspapers - The Star, City Press, Daily Sun, Sowetan, Business Day, Mail & Guardian, Sunday Times  CEO Magazine	R735 579.50  R191 520.00	To announce the Awards and call for entry nominations via national Newspapers.  A post event advertorial in Magazines profiling the outcomes of the Awards.

ITEM	TYPE OF ADVERT (RADIO, PRINT & TELEVISION)	NAME OF PUBLICATION, RADIO STATIONS & TELEVISION	(b) COST	(c) PURPOSE OF THE ADVERTISEMENT
4. 2.6 million houses campaign	Print          Television          Outdoor (Billboards, Taxis, Posters, Bus Shelters)	Sawubona, Service Leadership, ASGISA Magazines          SABC Television 1, 2, 3 and eTV.          Advertising is spread across all 9 Provinces.	R2 323 806.30          R3 933 516.59          R9 857 415.93	To demonstrate the breadth of the Housing programmes delivery achievements since 1994 and the introduction of the BNG Plan.
5. Project Events: N2, Delft and, Zanemvula Handovers/ Launches.	Print	Newspapers - Cape Argus, Die Burger, Daily Voice, Die Son, Vukani, Plainsman, City Vision, Business Day, Sowetan, Daily Sun, The Star, City Press, The Herald.	R328 775.72	To show the nation how the scale and speed of delivery is impacting communities in different provinces across the country since the introduction of the BNG Plan in September 2004.
6. NHBRC Board Nominations	Print	Newspapers - Mail & Guardian, Business Day, Sowetan, Daily Sun, The Star, City Press	R312 117.43	Inviting public nomination for the new NHBRC Board membership.
7. HDA Campaign	Print	Newspapers - Sowetan, The Star, Mercury, Daily Despatch, Cape Argus, Mail & Guardian, City Press & Sunday Times	R529 694.00	Inviting public nomination for the newly formed Housing Development Agency's Board membership.

ITEM	TYPE OF ADVERT (RADIO, PRINT & TELEVISION)	NAME OF PUBLICATION, RADIO STATIONS & TELEVISION	(b) COST	(c) PURPOSE OF THE ADVERT
8. 2.7 Million campaign	Outdoor (Billboards, Taxis, Posters, Bus Shelters)  eTechnology  Radio	Advertising is spread across all 9 Provinces.  SMS, MMS, Emailer flyers  All SABC Radio Stations and 17 Community Radio stations	R 23 433 639.71	To continue to profile the housing programmes developments, achievements and challenges to beneficiaries and the general public - since 1994 and the introduction of the BNG Plan
9. National Housing Scholarship	Print    Radio	Print    Radio	R 244 148.22    R103 674.14	To create awareness of the opportunity for suitable candidates to apply for the housing scholarship
10. Military Veterans	Print	Newspapers – Sowetan, Sunday World, Daily Sun, Beeld, Rapport, City Press, Sunday Times, The Witness, Daily News, Mercury, Cape Argus, DF Advertiser, Daily Despatch	R620 012.86	To inform all qualifying individuals of the process to access housing via this special programme.
Total Expenditure			R 42 980 216 .13	

**NB.** TV and Radio advertisements were not broadcast due to GCIS instruction with regards advertising during the election period and, the name change post elections.

## A RE AGENG MZANZI CAMPAIGNS (Industrial Theatre production)

ITEM	(b) COST	(c) PURPOSE OF ADVERTISEMENT, PERFORMANCE/ PRODUCTION
A re Ageng Mzansi – Phase 1 & 2	R18 091 422.15	Public awareness campaigns through: - Generic script review; - Script adaptation for ‘scholarship’ messages; - 52 performances across the Provinces; - Development and 11 language translation of publication; - Production costs; - Event public mobilisation; - Event logistics costs; - DVD recording of performance.

### Advertising Expenditure for the Financial Year 2009/10

The budgeted amount for 2009/10 is R7 598 270.00.

To date costs for advertising for the year 2009/10 currently stand at R3 099 032.26.

*Note: The that the current expenditure also includes all marketing campaigns such as annual events like the Youth and Women’s Builds, Govan Mbeki Housing Awards and, A re ageng Mzansi performances.*

*The expenditure also covers all advertising conceptualisation, production and procurement of media space for public broadcast or publication.*

#### (a) Total Number of Advertisements: 6

Type of Advertisement	Number of Advertisements
(i) Print	5
(ii) Broadcast	
• (aa) Radio	1
• (bb) Television	None

The table below provides further details of advertising implemented during the period 2009/10.

ITEM	TYPE OF ADVERT (RADIO, PRINT & TELEVISION)	NAME OF PUBLICATION, RADIO STATIONS & TELEVISION	(b) COST	(b) PURPOSE OF THE ADVERT
1. Housing consumer awareness	Print	Commuter SA	R41 325.00	To communicate housing messages to beneficiaries.
2. Sector Stakeholder publication	Print	Gaffney' Local Government in SA Yearbook 2009/10	R169 860.00	To profile the departmental programmes in an annual sector stakeholder publication.
3.HDA Campaign	Print		R114 000.00	Institutional awareness
4. 2.7 Million Houses	Outdoor (Billboards, Taxis, Posters, Bus Shelters)	Advertising is spread across all 9 Provinces	R1 952 250.00	Profiling Departmental achievements and challenges.
5. Scholarship	Radio & Print	Radio - 9 SABC African Language Stations Newspapers - Sowetan, Die Burger, Daily Sun, Hambanani	R821 597.26	To create awareness of the scholarship opportunities offered by the Department among qualifying youth.
Total expenditure			R3 099 032. 26	

NB.

The Radio and Newspaper advertisements for the housing scholarship contained similar content informing potential candidates of the application processes.

**A RE AGENG MZANZI CAMPAIGNS (Industrial Theatre production)**

<b>ITEM</b>	<b>(b) COST</b>	<b>(c) PURPOSE OF THE ADVERT, PERFORMANCE / PRODUCTION</b>
A re ageng Mzansi - Phase 3	R 4 478 233.50	Public awareness campaigns through: - Generic script review (new mandate); - Script adaptation for 'scholarship' messages; - 6 performances at various events; - Updates and 11 language translation of publication; - Production costs; - Event public mobilisation; - Event logistics costs; - DVD recording of performance