|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Month** | **Total National Print Media Spend €Ex VAT** | **Total Regional Print Media Spend €Ex VAT** | **Total National Radio Spend €(incl. RTE radio)** **Ex VAT** | **RTE Radio Spend €** **incl. 2FM/Lyric FM****Ex VAT** | **Total Regional Radio Spend € Ex VAT** | **Total Advertising Spend €** **Ex VAT** |
| March 2020 |  50,627  |  -  |  90,586  |  68,072  |  32,848  |  174,061  |
| April 2020 |  11,988  |  5,460  |  80,816  |  66,962  |  21,227  |  119,491  |
| May 2020 |  64,074  |  32,762  |  93,640  |  75,718  |  38,003  |  228,480  |
| June 2020 |  34,103  |  19,111  |  90,803  |  60,654  |  43,085  |  187,102  |
| July 2020 |  60,874  |  19,111  |  81,010  |  39,890  |  38,184  |  199,179  |
| August 2020 |  46,483  |  5,539  |  10,626  |  1,700  |  9,040  |  71,688  |
| September 2020 |  38,485  |  19,111  |  44,197  |  21,250  |  45,282  |  147,076  |
| October 2020 |  87,280  |  47,716  |  108,724  |  59,736  |  87,333  |  331,054  |
| November 2020 |  17,674  |  10,319  |  9,612  |  7,341  |  12,420  |  50,025  |
| December 2020 |  -  |  -  |  17,114  |  17,114  |  24,394  |  41,508  |
| January 2021 |  133,165  |  -  |  63,679  |  45,181  |  80,410  |  277,253  |
| February 2021 |  -  |  -  |  -  |  -  |  -  |  -  |
| March 2021 |  -  |  -  |  -  |  -  |  -  |  -  |
| **TOTAL € Spend Ex VAT** |  **544,753**  |  **159,132**  |  **690,807**  |  **463,618**  |  **432,227**  |  **€1,826,918 .00** |