Dear [Redacted]

Re: Your request for access to information under Part II of the Access to Information and Protection of Privacy Act MIGA/17/2015

On April 6, 2015, the Department of Municipal and Intergovernmental Affairs received your request for access to the following records:

"I am requesting the amount of money spent on Marketing and Advertising in Budget Year 2013-14 and 2014-15"

I am pleased to inform you that your request for access to these records has been granted. The amount of money spent on advertising is as follows:

- 2013-2014: $18,596.13
- 2014-2015: $121,539.29

Please note that government is currently in the process of concluding year-end accounting activities. Information currently provided to you may not be complete for 2014/15 year for this reason. Also note that these figures include expenditures for FES-NL whose budget was tied to this department until recently.

The significant increase in advertising costs in 2014-2015 is primarily due to a change in the municipal infrastructure tender advertising process. Prior to 2014 tender ads were placed by individual municipalities for municipal infrastructure projects at a cost ranging from $900 - $1200 per ad. The cost of the advertising was paid out as grant funding to municipalities. In 2014, the provincial government consolidated the issuing of tenders through the Department of Transportation and Works’ Tendering and Contract (T&C) process. The cost of tender ads through the T&C process is approximately $300 per ad which is significantly less expensive than the previous process.

Please be advised that responsive records will be published following a 72 hour period after the response is sent electronically to you or five business days in the case where records are mailed to you. It is the goal to have the responsive records posted to the Office of Public Engagement's
website within one business day following the applicable period of time. Please note that requests for personal information will not be posted online.

If you have any further questions, please contact Rosalind Squires at 729-1953.

Sincerely,

[Signature]

COLLEEN JANES
Deputy Minister for Municipal Affairs