

## Expense Type: Advertising & Public

There were 223 payments over 7 quarters totalling £656,251

Period	Number	Max £	Min £	Avg £	Total £
Q1 2010-11	39	25,820.00	-4,680.00	3,815.93	148,821.21
Q2 2010-11	33	15,000.00	-3,489.75	2,591.51	85,519.82
Q3 2010-11	17	6,317.86	510.00	1,734.16	29,480.69
Q4 2010-11	40	45,450.00	-1,091.25	3,822.53	152,901.19
Q1 2011-12	37	19,000.00	508.82	3,024.88	111,920.65
Q2 2011-12	34	6,169.39	-540.00	1,740.88	59,189.87
Q3 2011-12	23	25,000.00	540.00	2,974.68	68,417.73
<b>Totals</b>	<b>223</b>	<b>45,450.00</b>	<b>-4,680.00</b>	<b>2,942.83</b>	<b>656,251.16</b>

### Q1 2010-11 payments

Date	Transaction	Service Area	Supplier	Amount £
1 Apr 10	5000070541	Elections	Iw County Press Ltd	602.20
1 Apr 10	5000070661	One Island Magazine	Iw County Press Ltd	919.80
8 Apr 10	5000071149	Iow Festival Of Walking	Onboard Tv Limited	1,600.00
12 Apr 10	5000071496	Aiming High For Disabled Ch...	Iw County Press Ltd	602.20
12 Apr 10	5000071459	Image Campaign	Lawton Communications Group...	3,489.75
14 Apr 10	5000072016	Public Transport Support	Pb Bus Marketing Specialists	1,500.00
14 Apr 10	5000072017	Public Transport Support	Trapeze Group (Uk) Ltd	4,973.85
16 Apr 10	5000072571	Image Campaign	Lawton Communications Group...	25,820.00
19 Apr 10	5000072797	Image Campaign	Lawton Communications Group...	5,693.09
19 Apr 10	5105679632	Carisbrooke Secondary, New ...	Tsl Education Ltd	7,343.75
19 Apr 10	5105679632	Medina Secondary, New From ...	Tsl Education Ltd	7,343.75
23 Apr 10	5000074028	Aiming High For Disabled Ch...	Community Care	-4,680.00
27 Apr 10	5000074880	Image Campaign	Lawton Communications Group...	19,000.00
27 Apr 10	5000074912	Exhibitions	Heritage Attractions Ltd	770.00
27 Apr 10	5000074945	Exhibitions	Heritage Attractions Ltd	-770.00
29 Apr 10	5000075566	Iow Festival Of Walking	Iw County Press Ltd	1,990.00
29 Apr 10	5000075558	Business Support	Gamson Gray	1,250.00
4 May 10	5000075798	Arts Directory	Pepper Creative Ltd	2,240.00
5 May 10	1900171628	Cowes Secondary, New From 1...	Tsl Education Ltd	9,500.00
6 May 10	5000076620	Iow Festival Of Walking	Onboard Tv Limited	-1,600.00
6 May 10	5000076622	Iow Festival Of Walking	Onboard Tv Limited	1,400.00
18 May 10	5000078918	Image Campaign	Lawton Communications Group...	7,302.80
18 May 10	5000078920	Image Campaign	Lawton Communications Group...	2,668.00
18 May 10	5000078922	Image Campaign	Lawton Communications Group...	2,400.00
18 May 10	5000078870	Exhibitions	Heritage Attractions Ltd	770.00
26 May 10	1900183402	Cowes Secondary, New From 1...	Tsl Education Ltd	8,000.00
28 May 10	5000081038	Traffic Management	Iw County Press Ltd	1,026.00
8 Jun 10	5000082846	Fostering	Isle Of Wight Radio Ltd	945.00
10 Jun 10	5000083305	Dinosaur Isle Museum (Sando	Island Holiday Media Ltd	1,500.00

10 Jun 10	5000083303	Dinosaur Isle Museum (Janu...	Island Holiday Media Ltd	1,500.00
11 Jun 10	5000083654	Image Campaign	Lawton Communications Group...	19,000.00
14 Jun 10	5000084068	Development Control	Alexander Advertising (Int)...	551.55
14 Jun 10	5000083928	Regeneration	West Midlands Enterprise Li...	2,880.00
16 Jun 10	5000084573	Traffic Management	Iw County Press Ltd	855.00
16 Jun 10	5000084690	Iw Festival Of Cycling	Circle Publishing Ltd	-600.00
17 Jun 10	5000085044	Iow Festival Of Walking	Isle Of Wight Radio Ltd	1,091.25
18 Jun 10	5000085186	Children's Services Strateg...	Island Printers Ltd	725.00
18 Jun 10	5000085262	Image Campaign	Lawton Communications Group...	7,398.82
22 Jun 10	5000085995	Image Campaign	Lawton Communications Group...	2,668.00
28 Jun 10	5000086875	Development Control	Alexander Advertising (Int)...	651.40
<b>Total</b>				<b>148,821.21</b>

### Q2 2010-11 payments

Date	Transaction	Service Area	Supplier	Amount £
8 Jul 10	5000088944	Iw Festival Of Cycling	Ipc Media Limited	540.00
9 Jul 10	5000089325	Traffic Management	Iw County Press Ltd	684.00
19 Jul 10	5000090834	Image Campaign	Lawton Communications Group...	2,668.00
20 Jul 10	5000091433	Image Campaign	Lawton Communications Group...	15,000.00
22 Jul 10	5000091854	Traffic Management	Iw County Press Ltd	608.00
23 Jul 10	5000092082	Image Campaign	Lawton Communications Group...	9,631.58
26 Jul 10	5000092479	Development Control	Alexander Advertising (Int)...	651.40
28 Jul 10	5000093198	Image Campaign	Lawton Communications Group...	-3,489.75
28 Jul 10	5000093067	Image Campaign	Lawton Communications Group...	2,970.00
30 Jul 10	5000093584	Iw Festival Of Cycling	Ipc Media Limited	540.00
11 Aug 10	5000095532	Development Control	Alexander Advertising (Int)...	542.04
11 Aug 10	5000095533	Development Control	Alexander Advertising (Int)...	670.41
18 Aug 10	5000096538	Image Campaign	Lawton Communications Group...	10,333.00
18 Aug 10	5000096566	Image Campaign	Lawton Communications Group...	2,668.00
18 Aug 10	5000096698	Development Control	Alexander Advertising (Int)...	570.57
19 Aug 10	5000096803	Image Campaign	Lawton Communications Group...	9,956.85
24 Aug 10	5105608300	Referral & Assessment	Guardian News & Media Ltd	913.12
24 Aug 10	5105608300	Lac Team	Guardian News & Media Ltd	913.12
24 Aug 10	5105608300	Fostering	Guardian News & Media Ltd	913.12
24 Aug 10	5105608300	Family Support And Interent...	Guardian News & Media Ltd	913.14
24 Aug 10	5105608300	Children's Services Strateg...	Guardian News & Media Ltd	913.12
24 Aug 10	5105608300	Childrens Disability Team	Guardian News & Media Ltd	935.13
24 Aug 10	1900220818	Cowes Secondary, New From 1...	Tsl Education Ltd	4,750.00
24 Aug 10	5000097646	Development Control	Alexander Advertising (Int)...	756.00
7 Sep 10	5000099802	Sseyccg Children Informatio	British Telecommunications Plc	529.10
9 Sep 10	5000100487	Traffic Management	Iw County Press Ltd	1,026.00
9 Sep 10	5000100489	Traffic Management	Iw County Press Ltd	684.00
17 Sep 10	5000101921	Image Campaign	New Mind Internet Consultan...	1,600.00
17 Sep 10	5000101766	Image Campaign	Lawton Communications Group...	1,393.88
17 Sep 10	5000101767	Image Campaign	Lawton Communications Group...	2,754.71
17 Sep 10	5000101764	Image Campaign	Lawton Communications Group...	10,119.45
29 Sep 10	5000103914	October Walking Festival	Iw County Press Ltd	781.83
29 Sep 10	5000103913	October Walking Festival	Bauer Consumer Media Ltd	1,080.00
<b>Total</b>				<b>85,519.82</b>

### Q3 2010-11 payments

Date	Transaction	Service Area	Supplier	Amount £
7 Oct 10	5000105318	Image Campaign	Tourism South East	2,000.00
15 Oct 10	5000106918	Image Campaign	Lawton Communications Group...	6,317.86
15 Oct 10	5000106941	Image Campaign	Lawton Communications Group...	2,668.00
18 Oct 10	5000107365	Image Campaign	Lawton Communications Group...	1,600.00
19 Oct 10	5000107785	Building Control	District Surveyors Asso T/A...	1,400.00
19 Oct 10	5000107529	One Island Magazine	Iw County Press Ltd	781.83
28 Oct 10	5000109598	Iw Festival Of Cycling	Celador Radio Ltd	700.00
1 Nov 10	5000110088	Ww Landscape Partnership	Ventnorblog	528.00
8 Nov 10	5000111282	Image Campaign	Lawton Communications Group...	2,668.00
9 Nov 10	5000111566	Iw Festival Of Cycling	Iw County Press Ltd	1,300.00
10 Nov 10	5000111712	Admissions/Student Finance	Isle Of Wight Radio Ltd	510.00
15 Nov 10	5000112312	Future Year Walking Festival	Bauer Consumer Media Ltd	1,080.00
1 Dec 10	5000115204	Future Year Walking Festival	National Magazine Company L...	800.00
1 Dec 10	5000115205	Future Year Walking Festival	River Publishing Group	900.00
10 Dec 10	5000116582	Image Campaign	Lawton Communications Group...	2,668.00
16 Dec 10	5000117685	Iw Festival Of Walking	Essential Signs & Print	1,600.00
24 Dec 10	5000119202	Leisure Management & Admin	Bel Solutions Ltd	1,959.00
<b>Total</b>				<b>29,480.69</b>

### Q4 2010-11 payments

Date	Transaction	Service Area	Supplier	Amount £
5 Jan 11	5000119553	Future Year Walking Festival	Bauer Consumer Media Ltd	1,080.00
6 Jan 11	5000119905	October Walking Festival	Iw County Press Ltd	-781.83
6 Jan 11	5000119895	Future Year Walking Festival	Absolute Publishing Ltd	580.00
6 Jan 11	5000119894	Future Year Walking Festival	Archant Dialogue Limited	675.00
18 Jan 11	5000121973	Future Year Walking Festival	National Magazine Company L...	800.00
20 Jan 11	5000122535	Development Control	Alexander Advertising (Int)...	523.02
24 Jan 11	5000123107	Leisure Management & Admin	Iw County Press Ltd	900.00
26 Jan 11	5000123346	Image Campaign	Lawton Communications Group...	613.33
26 Jan 11	5000123345	Image Campaign	Lawton Communications Group...	4,139.75
27 Jan 11	5000123579	Iw Festival Of Walking	Celador Radio Ltd	960.00
27 Jan 11	5000123581	Iw Festival Of Walking	Celador Radio Ltd	720.00
27 Jan 11	5000123572	Public Transport Support	Buckinghamshire County Council	5,861.00
31 Jan 11	5000124057	Image Campaign	Lawton Communications Group...	2,668.00
7 Feb 11	5000125500	Iw Festival Of Walking	Celador Radio Ltd	-960.00
7 Feb 11	5000125501	Iw Festival Of Walking	Celador Radio Ltd	-720.00
7 Feb 11	5000125537	Iw Festival Of Walking	Celador Radio Ltd	720.00
8 Feb 11	5000125797	Iw Festival Of Cycling	Ctc	-950.00
9 Feb 11	5000125937	Image Campaign	Lawton Communications Group...	3,250.00
11 Feb 11	5000126527	P'ship Contributions Specia...	Iw County Press Ltd	2,000.00
11 Feb 11	5000126573	Iw Festival Of Walking	Isle Of Wight Radio Ltd	-1,091.25
14 Feb 11	5000126724	Future Year Walking Festival	Bauer Consumer Media Ltd	1,080.00
16 Feb 11	5000127428	Museums & Collections Mgmt	Island Holiday Media Ltd	922.00
1 Mar 11	5000129597	Image Campaign	Lawton Communications Group...	45,450.00
1 Mar 11	5000129596	Image Campaign	Lawton Communications Group...	17,500.00
1 Mar 11	5000129612	Image Campaign	Lawton Communications Group...	15,125.00
1 Mar 11	5000129592	Image Campaign	Lawton Communications Group...	6,832.23
1 Mar 11	5000129595	Image Campaign	Lawton Communications Group...	3,280.00

8 Mar 11	5000130779	P'ship Contributions Specia...	Isle Of Wight Radio Ltd	736.00
8 Mar 11	5000130907	Future Year Walking Festival	Bauer Consumer Media Ltd	1,080.00
8 Mar 11	5000130899	Future Year Walking Festival	River Publishing Group	900.00
8 Mar 11	5000130970	Image Campaign	Lawton Communications Group...	19,000.00
9 Mar 11	5000131168	Development Control	Alexander Advertising (Int)...	513.94
17 Mar 11	5000132517	Image Campaign	Lawton Communications Group...	2,660.22
17 Mar 11	5000132522	Image Campaign	Lawton Communications Group...	3,250.00
17 Mar 11	5000132511	Leisure Management & Admin	Leisure Medina Company Ltd	590.40
18 Mar 11	5000132713	Traffic Management	Iw County Press Ltd	513.71
25 Mar 11	5000133767	Traffic Management	Iw County Press Ltd	606.67
29 Mar 11	5000134488	Adult Services Mgmt	I W Advocacy Trust	8,000.00
30 Mar 11	5000134804	Image Campaign	Lawton Communications Group...	3,250.00
31 Mar 11	5000135059	Road Safety	Vision Graphix	624.00
<b>Total</b>				<b>152,901.19</b>

### Q1 2011-12 payments

Date	Transaction	Service Area	Supplier	Amount £
6 Apr 11	5000136022	Speed Campaign	Primesight	1,307.54
18 Apr 11	5000137544	Development Control	Alexander Advertising (Int)...	724.81
18 Apr 11	5000137547	Development Control	Alexander Advertising (Int)...	558.30
21 Apr 11	5000138340	Traffic Management	Iw County Press Ltd	513.71
3 May 11	5000139282	Community Safety	Regional Publications Ltd	620.00
3 May 11	5000139345	La 21	Iw County Press Ltd	600.00
4 May 11	5000139748	Iow Festival Of Walking	Iw County Press Ltd	1,020.00
6 May 11	5000139947	Image Campaign	Lawton Communications Group...	19,000.00
6 May 11	5000139945	Image Campaign	Lawton Communications Group...	3,250.00
11 May 11	5000140715	Leisure Management & Admin	Scotcher And Co	4,125.00
11 May 11	5000140717	Leisure Management & Admin	Scotcher And Co	1,012.50
13 May 11	5000141240	Iow Festival Of Walking	Celador Radio Ltd	600.00
17 May 11	5000141715	Image Campaign	Lawton Communications Group...	4,545.00
17 May 11	5000141713	Image Campaign	Lawton Communications Group...	950.00
24 May 11	5000142765	Image Campaign	Lawton Communications Group...	5,053.61
24 May 11	5000142766	Image Campaign	Lawton Communications Group...	4,000.00
24 May 11	5000142764	Image Campaign	Lawton Communications Group...	1,600.00
24 May 11	5000142763	Image Campaign	Lawton Communications Group...	925.00
26 May 11	5000143155	Image Campaign	Lawton Communications Group...	2,593.56
26 May 11	5000143152	Image Campaign	Lawton Communications Group...	3,250.00
26 May 11	5000143153	Image Campaign	Lawton Communications Group...	9,814.00
26 May 11	5000143150	Image Campaign	Lawton Communications Group...	19,000.00
2 Jun 11	5000143904	Traffic Management	Iw County Press Ltd	587.10
3 Jun 11	5000144057	Traffic Management	Iw County Press Ltd	1,198.66
8 Jun 11	5000144704	Leisure Management & Admin	Maracis Solutions Limited	2,595.00
10 Jun 11	5000145119	Traffic Management	Iw County Press Ltd	1,198.66
13 Jun 11	5000145306	Image Campaign	Lawton Communications Group...	5,500.00
14 Jun 11	5000145568	Iow Festival (Seaclose)	Iw County Press Ltd	571.20
14 Jun 11	5000145591	Image Campaign	Lawton Communications Group...	5,847.86
16 Jun 11	5000146111	Learning Partnership	Iw County Press Ltd	600.00
17 Jun 11	5000146202	Traffic Management	Iw County Press Ltd	508.82
17 Jun 11	5000146222	Fostering Services	Isle Of Wight Radio Ltd	1,407.50
23 Jun 11	5000147008	Image Campaign	Lawton Communications Group...	3,250.00

24 Jun 11	5000147267	Traffic Management	Iw County Press Ltd	508.82
27 Jun 11	5000147442	Image Campaign	Essential Signs & Print	1,700.00
29 Jun 11	5000147789	Future Year Walking Festival	Isle Of Wight Radio Ltd	694.00
29 Jun 11	5000147787	Future Year Walking Festival	Isle Of Wight Radio Ltd	690.00
<b>Total</b>				<b>111,920.65</b>

### Q2 2011-12 payments

Date	Transaction	Service Area	Supplier	Amount £
6 Jul 11	5000148585	Image Campaign	Lawton Communications Group...	850.00
6 Jul 11	5000148589	Image Campaign	Lawton Communications Group...	2,107.13
6 Jul 11	5000148586	Image Campaign	Lawton Communications Group...	4,000.00
11 Jul 11	5000149388	Community Safety	Ur Promotions Limited	885.00
11 Jul 11	5000149388	Community Safety	Ur Promotions Limited	780.00
14 Jul 11	5000150281	Leisure Management & Admin	Maracis Solutions Limited	550.00
15 Jul 11	5000150592	Traffic Management	Iw County Press Ltd	856.19
21 Jul 11	5000151384	Development Control	Alexander Advertising (Int)...	587.68
3 Aug 11	5000152819	Leisure Management & Admin	Iw County Press Ltd	554.06
9 Aug 11	5000153314	Traffic Management	Iw County Press Ltd	513.71
17 Aug 11	5000155032	Image Campaign	Lawton Communications Group...	4,769.07
17 Aug 11	5000155040	Image Campaign	Lawton Communications Group...	3,250.00
18 Aug 11	5000155267	Image Campaign	Lawton Communications Group...	3,752.20
18 Aug 11	5000155337	Waste Management Client Costs	Txttools Ltd	900.00
19 Aug 11	5000155392	Adult Services Mgmt	Isle Of Wight Radio Ltd	510.00
22 Aug 11	5000155694	Waste Management Client Costs	Royal Mail Group Plc	3,090.68
24 Aug 11	5000156042	Image Campaign	Lawton Communications Group...	4,000.00
1 Sep 11	5000156669	Adult Services Mgmt	I W Advocacy Trust	3,000.00
2 Sep 11	5000156815	Image Campaign	Lawton Communications Group...	3,250.00
2 Sep 11	5000156822	Iw Festival Of Cycling	Eclipse Flags Ltd	1,785.00
5 Sep 11	5000156905	Traffic Management	Iw County Press Ltd	587.10
5 Sep 11	5000156883	Leisure Management & Admin	Yell Ltd	547.20
5 Sep 11	5000156901	Image Campaign	Lawton Communications Group...	1,134.50
7 Sep 11	5000157360	Image Campaign	Lawton Communications Group...	4,000.00
7 Sep 11	5000157359	Image Campaign	Lawton Communications Group...	6,169.39
9 Sep 11	5000157961	Iw Festival Of Cycling	Iw County Press Ltd	1,300.00
9 Sep 11	5000158047	Traffic Management	Iw County Press Ltd	606.67
9 Sep 11	5000158123	Iw Festival Of Walking	Bauer Consumer Media Ltd	540.00
14 Sep 11	5000158821	Waste Management Client Costs	Isle Of Wight Radio Ltd	831.00
21 Sep 11	5000159783	Iw Festival Of Cycling	Beacon Media Limited	540.00
21 Sep 11	5000159654	Waste Management Client Costs	Crossprint Ltd	2,163.29
22 Sep 11	5000159899	Iw Festival Of Cycling	Beacon Media Limited	540.00
22 Sep 11	5000159898	Iw Festival Of Cycling	Beacon Media Limited	-540.00
30 Sep 11	5000160795	Iw Festival Of Cycling	The Sign Company	780.00
<b>Total</b>				<b>59,189.87</b>

### Q3 2011-12 payments

Date	Transaction	Service Area	Supplier	Amount £
10 Oct 11	5000162176	Image Campaign	Lawton Communications Group...	3,250.00
10 Oct 11	5000162280	La 21	Beacon Media Limited	930.00
10 Oct 11	5000162280	La 21	Beacon Media Limited	1,060.00
20 Oct 11	5000163150	Image Campaign	Lawton Communications Group...	8,509.00

20 Oct 11	5000163151	Image Campaign	Lawton Communications Group...	1,600.00
20 Oct 11	5000163152	Image Campaign	Lawton Communications Group...	3,163.69
3 Nov 11	5000165012	Iw Festival Of Cycling	Celador Radio Ltd	620.00
8 Nov 11	5000165591	Image Campaign	Lawton Communications Group...	3,250.00
9 Nov 11	5000165899	St Thomas Church, Ryde	Haymarket Publishing Servic...	770.00
16 Nov 11	5000167483	La 21	Isle Of Wight Radio Ltd	555.00
22 Nov 11	5000168270	Image Campaign	Lawton Communications Group...	4,067.72
25 Nov 11	5000168835	Waste Management Client Costs	Beacon Media Limited	1,060.00
25 Nov 11	5000168835	Waste Management Client Costs	Beacon Media Limited	930.00
30 Nov 11	5000169472	La 21	Isle Of Wight Radio Ltd	580.00
6 Dec 11	5000170252	Image Campaign	Lawton Communications Group...	3,250.00
6 Dec 11	5000170260	St Thomas Church, Ryde	Reed Business Information	670.00
13 Dec 11	5000171855	Image Campaign	Lawton Communications Group...	4,040.00
13 Dec 11	5000171841	Image Campaign	Tourism South East	25,000.00
13 Dec 11	5000171797	Traffic Management	Iw County Press Ltd	947.52
15 Dec 11	5000172225	Admissions/Student Finance	Isle Of Wight Radio Ltd	1,755.00
20 Dec 11	5000172960	Iw Festival Of Walking	Bauer Consumer Media Ltd	540.00
21 Dec 11	5000173210	Traffic Management	Iw County Press Ltd	919.80
22 Dec 11	5000173371	Iw Festival Of Walking	River Publishing Group	950.00
<b>Total</b>				<b>68,417.73</b>

A Website, independent of IW council, built by **wightgeek** based on the desires of **OnTheWight**.

Inspired by Adrian Short's **Armchair Auditor**

OnTheWight is operated by crumbling the antiseptic beauty - Terms & Conditions