

## Service Area: Image Campaign

There were 91 payments over 8 quarters totalling £573,313

Period	Number	Max £	Min £	Avg £	Total £
Q1 2010-11	10	25,820.00	2,400.00	9,544.05	95,440.46
Q2 2010-11	12	15,000.00	-3,489.75	5,467.14	65,605.72
Q3 2010-11	7	6,317.86	550.00	2,638.84	18,471.86
Q4 2010-11	13	45,450.00	613.33	9,770.66	127,018.53
Q1 2011-12	16	19,000.00	925.00	5,642.44	90,279.03
Q2 2011-12	11	6,169.39	850.00	3,389.30	37,282.29
Q3 2011-12	9	25,000.00	1,600.00	6,236.71	56,130.41
Q4 2011-12	13	18,405.00	1,164.24	6,391.16	83,085.03
<b>Totals</b>	<b>91</b>	<b>45,450.00</b>	<b>-3,489.75</b>	<b>6,300.15</b>	<b>573,313.33</b>

### Q1 2010-11 payments

Date	Transaction	Expense Type	Supplier	Amount £
12 Apr 10	5000071459	Advertising & Public	Lawton Communications Group...	3,489.75
16 Apr 10	5000072571	Advertising & Public	Lawton Communications Group...	25,820.00
19 Apr 10	5000072797	Advertising & Public	Lawton Communications Group...	5,693.09
27 Apr 10	5000074880	Advertising & Public	Lawton Communications Group...	19,000.00
18 May 10	5000078918	Advertising & Public	Lawton Communications Group...	7,302.80
18 May 10	5000078920	Advertising & Public	Lawton Communications Group...	2,668.00
18 May 10	5000078922	Advertising & Public	Lawton Communications Group...	2,400.00
11 Jun 10	5000083654	Advertising & Public	Lawton Communications Group...	19,000.00
18 Jun 10	5000085262	Advertising & Public	Lawton Communications Group...	7,398.82
22 Jun 10	5000085995	Advertising & Public	Lawton Communications Group...	2,668.00
<b>Total</b>				<b>95,440.46</b>

### Q2 2010-11 payments

Date	Transaction	Expense Type	Supplier	Amount £
19 Jul 10	5000090834	Advertising & Public	Lawton Communications Group...	2,668.00
20 Jul 10	5000091433	Advertising & Public	Lawton Communications Group...	15,000.00
23 Jul 10	5000092082	Advertising & Public	Lawton Communications Group...	9,631.58
28 Jul 10	5000093198	Advertising & Public	Lawton Communications Group...	-3,489.75
28 Jul 10	5000093067	Advertising & Public	Lawton Communications Group...	2,970.00
18 Aug 10	5000096566	Advertising & Public	Lawton Communications Group...	2,668.00
18 Aug 10	5000096538	Advertising & Public	Lawton Communications Group...	10,333.00
19 Aug 10	5000096803	Advertising & Public	Lawton Communications Group...	9,956.85
17 Sep 10	5000101921	Advertising & Public	New Mind Internet Consultan...	1,600.00
17 Sep 10	5000101766	Advertising & Public	Lawton Communications Group...	1,393.88
17 Sep 10	5000101767	Advertising & Public	Lawton Communications Group...	2,754.71
17 Sep 10	5000101764	Advertising & Public	Lawton Communications Group...	10,119.45
<b>Total</b>				<b>65,605.72</b>

### Q3 2010-11 payments

Date	Transaction	Expense Type	Supplier	Amount £
7 Oct 10	5000105318	Advertising & Public	Tourism South East	2,000.00
15 Oct 10	5000106918	Advertising & Public	Lawton Communications Group...	6,317.86
15 Oct 10	5000106941	Advertising & Public	Lawton Communications Group...	2,668.00
18 Oct 10	5000107365	Advertising & Public	Lawton Communications Group...	1,600.00
18 Oct 10	5000107282	Consultants Fees	Lawton Communications Group...	550.00
8 Nov 10	5000111282	Advertising & Public	Lawton Communications Group...	2,668.00
10 Dec 10	5000116582	Advertising & Public	Lawton Communications Group...	2,668.00
<b>Total</b>				<b>18,471.86</b>

### Q4 2010-11 payments

Date	Transaction	Expense Type	Supplier	Amount £
26 Jan 11	5000123345	Advertising & Public	Lawton Communications Group...	4,139.75
26 Jan 11	5000123346	Advertising & Public	Lawton Communications Group...	613.33
31 Jan 11	5000124057	Advertising & Public	Lawton Communications Group...	2,668.00
9 Feb 11	5000125937	Advertising & Public	Lawton Communications Group...	3,250.00
1 Mar 11	5000129597	Advertising & Public	Lawton Communications Group...	45,450.00
1 Mar 11	5000129596	Advertising & Public	Lawton Communications Group...	17,500.00
1 Mar 11	5000129612	Advertising & Public	Lawton Communications Group...	15,125.00
1 Mar 11	5000129592	Advertising & Public	Lawton Communications Group...	6,832.23
1 Mar 11	5000129595	Advertising & Public	Lawton Communications Group...	3,280.00
8 Mar 11	5000130970	Advertising & Public	Lawton Communications Group...	19,000.00
17 Mar 11	5000132517	Advertising & Public	Lawton Communications Group...	2,660.22
17 Mar 11	5000132522	Advertising & Public	Lawton Communications Group...	3,250.00
30 Mar 11	5000134804	Advertising & Public	Lawton Communications Group...	3,250.00
<b>Total</b>				<b>127,018.53</b>

### Q1 2011-12 payments

Date	Transaction	Expense Type	Supplier	Amount £
6 May 11	5000139947	Advertising & Public	Lawton Communications Group...	19,000.00
6 May 11	5000139945	Advertising & Public	Lawton Communications Group...	3,250.00
17 May 11	5000141713	Advertising & Public	Lawton Communications Group...	950.00
17 May 11	5000141715	Advertising & Public	Lawton Communications Group...	4,545.00
24 May 11	5000142765	Advertising & Public	Lawton Communications Group...	5,053.61
24 May 11	5000142766	Advertising & Public	Lawton Communications Group...	4,000.00
24 May 11	5000142764	Advertising & Public	Lawton Communications Group...	1,600.00
24 May 11	5000142763	Advertising & Public	Lawton Communications Group...	925.00
26 May 11	5000143155	Advertising & Public	Lawton Communications Group...	2,593.56
26 May 11	5000143152	Advertising & Public	Lawton Communications Group...	3,250.00
26 May 11	5000143153	Advertising & Public	Lawton Communications Group...	9,814.00
26 May 11	5000143150	Advertising & Public	Lawton Communications Group...	19,000.00
13 Jun 11	5000145306	Advertising & Public	Lawton Communications Group...	5,500.00
14 Jun 11	5000145591	Advertising & Public	Lawton Communications Group...	5,847.86
23 Jun 11	5000147008	Advertising & Public	Lawton Communications Group...	3,250.00
27 Jun 11	5000147442	Advertising & Public	Essential Signs & Print	1,700.00
<b>Total</b>				<b>90,279.03</b>

### Q2 2011-12 payments

Date	Transaction	Expense Type	Supplier	Amount £
6 Jul 11	5000148586	Advertising & Public	Lawton Communications Group...	4,000.00
6 Jul 11	5000148589	Advertising & Public	Lawton Communications Group...	2,107.13
6 Jul 11	5000148585	Advertising & Public	Lawton Communications Group...	850.00
17 Aug 11	5000155040	Advertising & Public	Lawton Communications Group...	3,250.00
17 Aug 11	5000155032	Advertising & Public	Lawton Communications Group...	4,769.07
18 Aug 11	5000155267	Advertising & Public	Lawton Communications Group...	3,752.20
24 Aug 11	5000156042	Advertising & Public	Lawton Communications Group...	4,000.00
2 Sep 11	5000156815	Advertising & Public	Lawton Communications Group...	3,250.00
5 Sep 11	5000156901	Advertising & Public	Lawton Communications Group...	1,134.50
7 Sep 11	5000157360	Advertising & Public	Lawton Communications Group...	4,000.00
7 Sep 11	5000157359	Advertising & Public	Lawton Communications Group...	6,169.39
<b>Total</b>				<b>37,282.29</b>

### Q3 2011-12 payments

Date	Transaction	Expense Type	Supplier	Amount £
10 Oct 11	5000162176	Advertising & Public	Lawton Communications Group...	3,250.00
20 Oct 11	5000163150	Advertising & Public	Lawton Communications Group...	8,509.00
20 Oct 11	5000163151	Advertising & Public	Lawton Communications Group...	1,600.00
20 Oct 11	5000163152	Advertising & Public	Lawton Communications Group...	3,163.69
8 Nov 11	5000165591	Advertising & Public	Lawton Communications Group...	3,250.00
22 Nov 11	5000168270	Advertising & Public	Lawton Communications Group...	4,067.72
6 Dec 11	5000170252	Advertising & Public	Lawton Communications Group...	3,250.00
13 Dec 11	5000171841	Advertising & Public	Tourism South East	25,000.00
13 Dec 11	5000171855	Advertising & Public	Lawton Communications Group...	4,040.00
<b>Total</b>				<b>56,130.41</b>

### Q4 2011-12 payments

Date	Transaction	Expense Type	Supplier	Amount £
4 Jan 12	5000173719	Advertising & Publicity	Lawton Communications Group...	3,250.00
23 Feb 12	5000181997	Advertising & Publicity	Lawton Communications Group...	10,320.00
23 Feb 12	5000181994	Advertising & Publicity	Lawton Communications Group...	10,000.00
27 Feb 12	5000182293	Advertising & Publicity	Lawton Communications Group...	1,954.17
9 Mar 12	5000184552	Advertising & Publicity	Lawton Communications Group...	1,954.17
20 Mar 12	5000186271	Advertising & Publicity	Lawton Communications Group...	1,164.24
20 Mar 12	5000186274	Advertising & Publicity	Lawton Communications Group...	8,753.91
21 Mar 12	5000186525	Advertising & Publicity	Lawton Communications Group...	18,405.00
21 Mar 12	5000186595	Advertising & Publicity	Lawton Communications Group...	11,120.00
22 Mar 12	5000186804	Advertising & Publicity	Lawton Communications Group...	1,954.17
26 Mar 12	5000187123	Advertising & Publicity	Lawton Communications Group...	1,189.66
26 Mar 12	5000187122	Advertising & Publicity	Lawton Communications Group...	3,019.71
27 Mar 12	5000187258	Advertising & Publicity	Lawton Communications Group...	10,000.00
<b>Total</b>				<b>83,085.03</b>