

## MASTER AGENCY MEDIA SERVICES (MAMS) EXPENDITURE 2009/10

Total spend for the 12-month period was \$130,250,336

Campaign Advertising:	\$106,504,093	(81.8%)
Functional Advertising:	\$12,633,318	(9.7%)
Recruitment Advertising:	\$11,112,925	(8.5%)
<hr/>		
TOTAL:	\$130,250,336	(100%)
<hr/>		

The expenditure by user type was as follows:

Departments:	\$53,325,355	(40.9%)
Public Entities:	\$70,913,619	(54.4%)
Statutory Bodies/Others:	\$6,011,362	(4.6%)

**Note**

The MAMS contractor is responsible for providing end of financial year expenditure figures. The total spend originally reported for 2009/10 was \$124,302,957. The contractor advised DPC in August 2011 of their error. The figures published in this report reflect the updated advice.