

C. LaVie
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Tabled during
Consideration of the Estimates
Executive Council

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03-05-18
Hon. Premier



Executive Council

Division: Communications and Public Engagement 19.0 FTE
Section: Strategic Communications and Outreach
Deputy: Paul Ledwell
Director: Mary Moszynski

Media Advertising & Promotion Expenditures 17-18 Actual

Vendor	Description	2017-18	2016-17
Saltwire Network Inc. / Transcontinental Atlantic	The Guardian & Journal Pioneer	118,319	104,085
Newcap Radio	Ocean 100 & Hot 105.5	90,262	157,551
Island Press Ltd	Eastern & West Prince Graphic	33,072	29,714
Digital Media	Facebook, Twitter, LinkedIn, etc	29,737	20,919
Maritime Broadcasting System Ltd	Q93, CFCY & Spud FM	39,745	46,436
Pinnacle Marketing Group Inc	Transit media	16,021	5,428
Results Marketing & Advertising	Studio design & Agency services	12,142	-
La Voix Acadienne	La Voix Acadienne	12,128	12,391
Imageworks (PEI) Inc.	Welcome PEI Travel Guide	11,595	8,200
LinkedIn Ireland Unlimited Company	Social Media	-	10,000
Canadian Cancer Society	Promotion of Colon Cancer Screening	-	10,000
Canadian Broadcasting Corporation	CBC	8,185	15,488
The Buzz	The Buzz	5,794	2,188
Other less than \$5,000		25,238	16,543
Bill back to Departments			
Health & Wellness		(22,424)	(17,421)
Transportation, Infrastructure & Energy		(18,890)	-
Tourism PEI		(9,153)	(6,830)
Workforce & Advanced Learning		(8,418)	(39,629)
Legislative Assembly		(7,897)	(32,118)
Innovation PEI		(6,583)	-
PEI Liquor Control Commission		-	(23,138)
Other less than \$5,000		(11,873)	(10,262)
		317,000	309,545