



University of East Anglia

Information Services Directorate

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[REDACTED]

06 January 2017

Dear [REDACTED]

Freedom of Information Act 2000 – Information request (ref: FOI_16-243)

Thank you for your request of 13 December 2016 as clarified on the same date for information relating to our advertising activities and expenditure with certain publications.

Our response is on page 3 of this letter, together with a copy of your request.

On this occasion it is not possible to provide some of the requested information. In line with your rights under section 1(1)(a) of the Act to be informed whether information is held, we confirm that the University does not hold information on the purchase of advertising or the expenditure on advertising in the online counterparts of the titles provided nor on the length of time we may have been advertising with such titles.

The University purchases digital advertising across national digital media outlets which are selected and administered by our media agent. These media networks are targeted depending upon user profile and are displayed in various digital locations depending upon where our target audiences' digital use is most prominent at any particular time. The targets of advertising, and the amount paid for any individual advertisement in any particular digital location is not part of the invoicing or reporting provided to UEA and therefore we do not hold the requested information.

In line with the above, we also do not hold any recorded information that would indicate how long advertisements have been placed in the online counterparts of any of the cited publications.

We hope this response will meet your requirements, however if you are not satisfied you have the right of appeal. If you wish to appeal, please set out in writing your reasons for appealing and send to the above address. You must appeal within 60 calendar days of the date of this letter. Any appeal received after that date will not be considered nor acknowledged. This policy has been reviewed and approved by the Information Commissioner's Office.

You also have a subsequent right of appeal to the Information Commissioner's Office. Further information is available on their website:

https://ico.org.uk/Global/contact_us, or by telephone on 0303 123 1113.

Please note that any material over which UEA has copyright is released on the understanding that you will comply with all relevant copyright rules regarding reproduction and/or transmission of the information provided.

Please quote our reference given at the head of this letter in all correspondence.

Yours sincerely

Dave Palmer
Information Policy and Compliance Manager
University of East Anglia

Response to Freedom of Information Act 2000 request (FOI_16-243)

Could you please outline the following

1) If the University pays for advertisements in the following publications, or their online counterparts

- 1) Daily/Sunday Mail*
- 2) Daily/Sunday Express*
- 3) The Sun*

UEA does not advertise in print versions of the cited publications.

[Information not held - s.1(1)(a), Freedom of Information Act]

We do not hold information on advertisement in the online counterparts of the cited publications for the reasons noted above.

2) Could you outline the annual spending on such advertisements (collectively)

[Clarified on 13 December to request data for the most recent year and the last three years]

For the print versions of the above publications, the response is £0.00, given our response to question 1 above.

[Information not held - s.1(1)(a), Freedom of Information Act]

We do not hold information on the expenditure in the online counterparts of the cited publications for the reasons noted above.

3) Could you outline how long you've been advertising with such publications

For the print versions of the above publications, the response is not applicable, given our response to question 1 above.

[Information not held - s.1(1)(a), Freedom of Information Act]

We do not hold information on how long we have been advertising within in the online counterparts of the cited publications for the reasons noted above.