

18th March 2021

## Re: Freedom of Information request 202106- Request Granted.

Dear,

I refer to your request, dated and received on 18th February 2021, which you have made under the Freedom of Information Act 2014 (FOI Act) for records held by the Land Development Agency (LDA).

*records on the amount of money the Land Development Agency has spent on commercial advertising from January 2020 to date?*

*Could you include a break-down of where this money was spent e.g print, social media, radio, television etc.*

I wish to inform you that I have decided to grant your request on the 18<sup>th</sup> of March 2021.

The purpose of this letter is to explain that decision.

### 1. Findings, particulars and reasons for decisions.

Details of your request were provided to the Finance Section within the LDA to identify records held which were within the scope of your request. The records provided have been abstracted from financial data held by the LDA.

Land Development Agency				Spend on National Print Media €	Spend on National Broadcast Media €	Spend on Local Print Media €	Spend on Local Broadcast Media €	Spend online / social / digital €	
Vendor Name	Campaign name	Date from - to	Total Advertising Spend €						
Linkedin Job Advert	Staff Recruitment	09/01/20 to 16/01/20	555.79					556	
Linkedin Job Advert	Staff Recruitment	19/01/20 to 26/01/20	568.84					569	
Indeed Job Advert	Staff Recruitment	01/02/20 to 08/02/20	378.88					379	
Linkedin - job advert	Recruitment	/02/20 to 22/02/	350.17					350	
Indeed	Recruitment	/03/20 to 08/03/	40.25					40	
Linkedin	Recruitment	/03/20 to 19/03/	556.98					557	
Linkedin	Recruitment	/03/20 to 31/03/	343.11					343	
Indeed	Recruitment	/04/20 to 08/04/	107.35					107	
Law Society of Ireland	Recruitment	04/2020 to 09/04	369.00					369	
Connuaght Tribune	Sandy Road Development	24/07/2020	1,230.00			1,230			
Galway Advertiser	Sandy Road Development	16/07/2020	1,045.50			1,046			
Carnbeg Ltd T/A Limerick Post Newspaper	Colbert Station Quarter	26/09/2020	786.50					787	
Iconic Newspapers- Limerick Leader	Colbert Station Quarter	26/09/2020	484.00			484			
Iconic Newspapers- Limerick Leader	Colbert Station Quarter	28/09/2020	363.00			363			
Carnbeg Ltd T/A Limerick Post Newspaper	Colbert Station Quarter	18/01/2020	1,230.00					1,230	
LIMERICK LEADER FORMPRESS PUBLISHING LTD T/A ICONIC NEWSPAPERS	Colbert Station Quarter	18/01/2020	1,107.00			861		246	
			9516.37			0	3983.5	0	5532.87

### 2. Right of Appeal

In the event that you are unhappy with this decision you may appeal this it. If you need to make such an appeal, you can do so by writing to the Freedom of Information Unit, Land Development Agency, 2<sup>nd</sup> Floor, Ashford House, Tara Street, Dublin 2 or by e-mail to [foi@lda.ie](mailto:foi@lda.ie).

Land Development Agency  
2nd Floor, Ashford House  
Tara Street, Dublin 2  
D02 VX67



Please note that a fee applies. This fee has been set at €30 (€10 for a Medical Card holder). Payment should be made by way of bank draft, money order, postal order or personal cheque, and made payable to Head of Finance, Land Development Agency, 2<sup>nd</sup> Floor, Ashford House, Tara Street, Dublin 2.

Payment can be made by electronic means, using the following details:

NON PAY GRANT

IE59AIBK93101257645196

BIC: AIBKIE2D

You must ensure that your FOI reference number (**FOI 202106**) is included in the payment details.

You should make your appeal within 4 weeks from the date of this notification, where a day is defined as a working day excluding, the weekend and public holidays. However, the making of a late appeal may be permitted in appropriate circumstances. The appeal will involve a complete reconsideration of the matter by a more senior member of the staff of this body.

Please be advised that the Land Development Agency replies under Freedom of Information may be released into the public domain via our website at [lda.ie](http://lda.ie).

Personal details in respect of your request have, where applicable, been removed to protect confidentiality.

Should you have any questions or concerns regarding the above, please contact me by telephone on (01) 9103400.

Yours sincerely,



Monika Szyszko,  
Compliance Officer