

POST CAMPAIGN REPORT

WARRUWI SAFE GAMBLING

Safe Gambling Community Service Announcement UTS



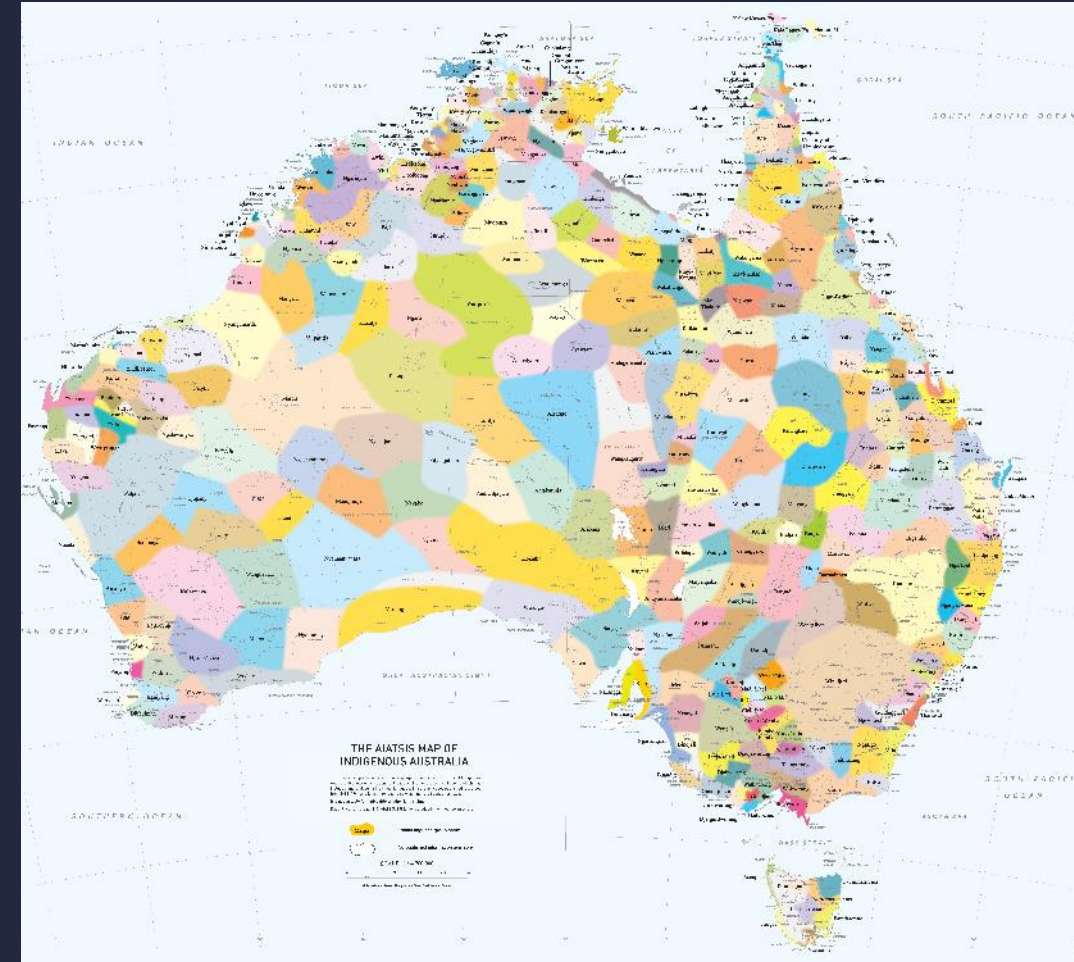
TONIC
MEDIA
NETWORK



OUR REACH

**500,000+ PEOPLE
EVERY MONTH**

Patients, family members & carers
in Aboriginal Community
Controlled Health Services across
the country.



*This map attempts to represent the language, social or nation groups of Aboriginal Australia. It shows only the general locations of larger groupings of people which may include clans, dialects or individual languages in a group. It used published resources from 1988-1994 and is not intended to be exact, nor the boundaries fixed. It is not suitable for native title or other land claims. David R Horton (creator), © Aboriginal Studies Press, AIATSIS, 1996. No reproduction without permission.

YOUR CAMPAIGN SUMMARY

BOOKED

45 Aboriginal Health Screens across NSW

TIMEFRAME

1st Burst: 1/07/2021 – 31/07/2021
2nd Burst: 19/09/2021 – 16/10/2021

REACH

Number of GPs working full/part time
360

Waiting Room Audience: 170,460
per month

INVESTMENT

\$11,000.00

YOUR AHTV CAMPAIGN DELIVERY

AUDIENCE

Achieved: 424,260

Booked: 414,264

Over Delivery: 9,996

SITES

Achieved: 58

Booked: 45

Over Delivery: 13

PLAYS

Achieved: 54,471

Booked: 39,600

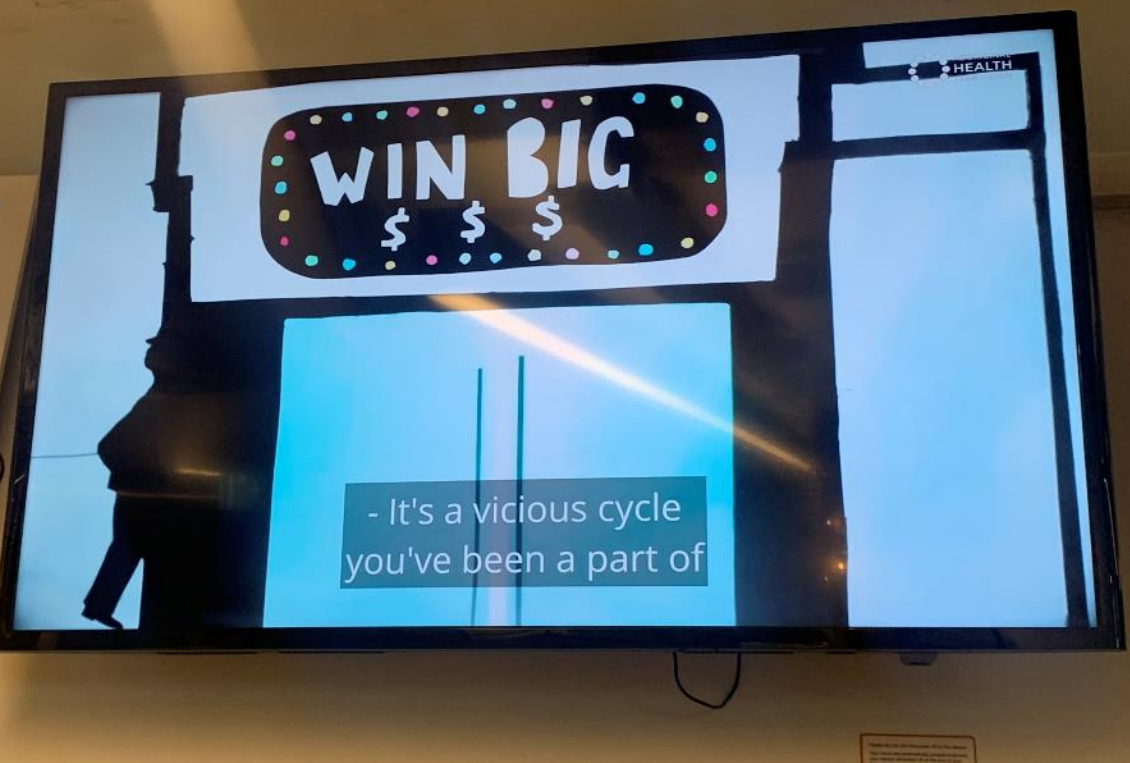
Over Delivery: 14,871

INVESTMENT

Booked Rate: \$11,000.00

Added Value: \$18,000.00

YOUR CAMPAIGN IN ACTION





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