

## Calgary Herald Advertising Costs 2018 – 2022

The following table identifies the monthly costs for advertising public hearings of Council in The Calgary Herald between July 2018 and July 2022, resulting in an average yearly cost of \$203,319.93.

Year	Monthly Costs	Yearly Cost
2018	July 23, 2018	\$16,549.57
	July 30, 2018	\$8,274.78
	September 10, 2018	\$16,549.57
	October 9, 2018	\$11,129.15
	November 12, 2018	\$11,129.15
	December 10, 2018	\$57,894.66
2019	January 14, 2019	\$16,549.57
	February 25, 2019	\$31,225.60
	March 18, 2019	\$11,129.15
	April 8, 2019	\$12,397.76
	April 29, 2019	\$11,129.15
	May 27, 2019	\$15,612.80
	June 17, 2019	\$11,696.00
	July 22, 2019	\$16,549.57
	July 29, 2019	\$15,612.80
	September 9, 2019	\$12,397.76
	September 30, 2019	\$11,129.15
	October 21, 2019	\$11,129.15
	November 18, 2019	\$12,397.76
	December 16, 2019	\$33,099.14
		Total 2019: <b>\$222,055.36</b>
2020	January 13, 2020	\$10,499.20
	February 3, 2020	\$12,397.76
	February 24, 2020	\$16,549.57
	March 16, 2020	\$8,245.95
	April 6, 2020	\$12,397.76
	April 27, 2020	\$11,129.15
	May 25, 2020	\$12,397.76
	June 15, 2020	\$12,397.76
	July 20, 2020	\$12,397.76
	July 27, 2020	\$12,397.76
	September 14, 2020	\$15,612.80
	October 5, 2020	\$12,397.76
	November 2, 2020	\$15,612.80
	December 14, 2020	\$15,612.80
		Total 2020: <b>\$180,046.59</b>
2021	January 18, 2021	\$12,397.76
	February 8, 2021	\$11,129.16
	March 1, 2021	\$8,245.96
	March 22, 2021	\$10,499.20
		Total 2021: <b>\$149,168.08</b>

	April 12, 2021 \$11,696.00 May 10, 2021 \$11,696.00 June 21, 2021 \$15,694.40 July 5, 2021 \$11,696.00 July 26, 2021 \$19,502.40 September 13, 2021 \$15,612.80 November 15, 2021 \$10,499.20 December 6, 2021 \$10,499.20	
2022	January 11, 2022 \$15,612.80 February 15, 2022 \$11,696.00 March 8, 2022 \$15,612.80 March 29, 2022 \$15,612.80 April 12, 2022 \$11,696.00 May 10, 2022 \$15,612.80 June 7, 2022 \$23,419.20 July 5, 2022 \$15,607.60 July 26, 2022 \$15,612.80	Partial 2022: <b>\$140,482.80</b>
<b>Total annual average over the past 4 years: \$203,319.93</b>		