

## Advertising and Market Research

The table below lists items related to advertising and market research in excess of \$1,500 (GST-exclusive).

	2008-09
<b>MEDIA ADVERTISING</b>	
Earthworks	\$2,469
Hallmark Editions	\$2,717
HMA Blaze	\$493,104
<b>Total</b>	<b>\$498,290</b>
<b>DIRECT MAIL ORGANISATIONS</b>	
Nil	-
<b>Total</b>	
<b>MARKET RESEARCH</b>	
I-view P/L	\$93,485
Hitwise	\$18,700
<b>Total</b>	<b>\$112,185</b>
<b>TOTAL</b>	<b>\$610,475</b>