

FREEDOM OF INFORMATION REQUEST  
FOIA 2019.171

From the University Solicitor: Peter Aldred  
Direct Line: (01243) 816498  
E-mail: FOI@chi.ac.uk

Rowland Manthorpe  
By email: request-602157-15fc6e7a@whatdotheyknow.com

3 October 2019

Dear Mr Manthorpe

Thank you for your FOI request dated 7 September 2019 regarding online advertising used by the University of Chichester.

Your request appears below, with our response following:

*Under the Freedom of Information Act, can you please tell me how much money you spent on advertising for clearing in 2019.*

*Can you please provide subtotals for the following categories (feel free to break them down further if that's appropriate):*

- 1. Facebook*
- 2. Instagram*
- 3. Google - that is, search advertising*
- 4. YouTube*
- 5. Snapchat*
- 6. Twitter*
- 7. Other social networks (please specify)*
- 8. Amazon*
- 9. Online - that is, on websites excluding social networks, or those websites those listed above (this includes advertising using Google's ad network)*
- 10. Television*
- 11. National newspapers*
- 12. Local newspapers*
- 13. Magazines*
- 14. Posters and billboards*
- 15. Radio*
- 16. Public transport billboards*

*Can you also provide an example of an ad in each of the above formats.*

*For the online forms of advertising, can you also tell me how many clicks each advertisement received. Can you also provide any other data you have which indicates the engagement with each ad.*

*For Google advertising, can you list which keywords you advertised against. Can you please indicate the cost-per-click in each case.*

*For Facebook, can you please supply*

*- A list of the interests and/or demographics you targeted*

*- If you used custom audiences, where you derived the data to make that custom audience from*

*Under section 43 of the Freedom of Information Act 2001, we are unable to provide this information as it would prejudice the commercial interests of the University. Having considered the public interest, our decision is to withhold this information. This is because, while there is undoubtedly a public interest in the transparency of how public authorities use public funds, the detail requested goes beyond that needed to fulfil those goals. The impact would negatively affect the commercial interests of the University, and could damage the University's ability to market itself uniquely.*

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be addressed to [FOI@chi.ac.uk](mailto:FOI@chi.ac.uk). Please remember to quote the reference number above in any future communications.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

Yours sincerely,



**Peter Aldred**  
**University Solicitor**