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Mr David Hart
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Date 8 August 2013
Our Ref FOI 2175/13
Your Ref

www.hmrc.gov.uk

Dear Mr Hart

Freedom of Information Act 2000 (Request FOI 2175/13)

I refer to your request, which was received on 22 July, for the following information:

"I am writing to you concerning the "Time is running out" advertising campaign currently on our TV screens, reminding people to renew their tax credits by July 2013:

<http://www.youtube.com/watch?v=Iwh0iDQcqOg>

I would like to know how much money has been spent on purchasing media space to support this campaign in both 2012 and 2013. I understand the campaign has ran on commercial radio as well as TV."

I am answering under the terms of the Freedom of Information Act (FOIA).

In 2012 HMRC spent £1,270,806 on purchasing media space for the Tax credits advertising campaign. The campaign included radio, TV, Video on Demand and digital media.

This year the Tax credits campaign is running from 13 May to 31 July and the cost is likely to be approximately the same as last year. The final cost cannot be confirmed until we receive all the invoices.

Information is available in large print, audio tape and Braille formats.
Type Talk service prefix number – 18001



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If you are not happy with this reply you may request a review by writing to HMRC FOI Team, Room 1C/25, 100 Parliament Street, London, SW1A 2BQ or email

xxx.xxxxxx@xxxx.xxx.xx You must request a review within 2 months of the date of this letter. It would assist our review if you set out which aspects of the reply concern you and why you are dissatisfied.

If you are not content with the outcome of an internal review, you may apply directly to the Information Commissioner for a decision. The Information Commissioner will not usually consider a case unless you have exhausted the internal review procedure provided by HMRC. He can be contacted at The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

Yours sincerely

Simon Vessey

Deputy Director Marketing Communications