

	July 25 - Feb 26 YTD Actual	Actual 24/25	Actual 23/24	Actual 22/23	Actual 21/22
Advertising and Publicity	\$1,384,713	\$3,481,442	\$3,384,281	\$3,636,340	\$2,518,540
Total Media Monitoring	\$97,200 <i>(full year figure)</i>	\$156,000	\$155,640	\$153,000	\$153,000