



2023  
2024

# Government Advertising Report



© Crown copyright, Province of Nova Scotia, 2025

Government Advertising Report 2023–2024  
Communications Nova Scotia  
Winter 2025

ISBN: 978-1-77448-686-3

## Message from the Minister

---

Communications Nova Scotia (CNS) helps Nova Scotians understand what their government is doing and why. Through strategic, data-driven advertising campaigns, CNS ensures government messages are accessible, inclusive, and effectively delivered in a busy media landscape.

Our advertising strategy is guided by research and insights to ensure messages reach Nova Scotians where they are—whether through targeted campaigns or broader outreach. We work closely with government departments, agencies, and partners to refine strategies and adapt to the needs of diverse audiences. Accessibility and inclusivity are at the core of our approach, ensuring everyone has access to important information.

In 2023–24, our efforts focused on key priorities for Nova Scotians: raising awareness about healthcare access, attracting and retaining skilled professionals to support critical sectors, and promoting services like grants and emergency preparedness programs that directly benefit communities. These campaigns demonstrate our commitment to delivering results. By strategically placing messages where Nova Scotians are most likely to see them, we ensure advertising dollars are used effectively to inform and support our communities.

I'm proud to present the Government of Nova Scotia's Advertising Report for 2023–24.

Sincerely,



Honourable Leah Martin  
Minister, Communications Nova Scotia

# Introduction

---

Under the Public Service Act, Communications Nova Scotia (CNS) is responsible for the centralized delivery of advertising services.

Advertising is used to communicate government programs and policies to Nova Scotians.

Communications Nova Scotia's approach to advertising is guided by timeliness, accuracy, effectiveness, non-partisanship, and fiscal responsibility.

Communications Nova Scotia is responsible for promoting programs.

For reporting purposes, advertising is broken into two categories: operational advertising and significant advertising, and is defined by spend.

## Operational Advertising

Operational advertising is designed to inform target audiences about a core business activity or a function of a government department or office. This advertising informs the public of new, existing, revised, or proposed government policies, laws, programs, and services; and disseminates scientific, emergency, medical, or health and safety information.

This category of advertising is not large-scale in budget terms (under \$50,000 per campaign), but it may use creative elements involving copywriting, art direction, photography and, in some instances, television.

Examples of operational advertising include, but are not limited to:

- land registration ads
- job postings
- traffic advisories
- a department or office providing information to start-up businesses about available government services
- a department or office introducing a new law or policy

## Significant Advertising

Significant advertising is any advertising campaign that is deemed to be a priority of government and costs more than \$50,000.

## Advertising for Agencies, Boards, and Commissions

Advertising undertaken by independent or arms-length organizations, agencies, boards, and commissions is not required to be managed by Communications Nova Scotia. While these organizations may request advice and support, they are not obligated to use the media buying services of CNS. Information on advertising conducted by these organizations may be obtained by contacting them directly.

## Advertising Undertaken in 2023–2024

Department	Spend
Acadian Affairs and Francophonie	\$7,640
Agriculture	\$8,490
Communications Nova Scotia	\$210,760
Communities, Culture, Tourism and Heritage	\$75,357
Community Services	\$225,699
Economic Development	\$14,628
Education and Early Childhood Development	\$147,405
Emergency Management Office	\$90,468
Environment and Climate Change	\$406,093
Executive Council	\$48,748
Finance and Treasury Board	\$2,283
Fisheries and Aquaculture	\$250
Gaelic Affairs	\$759
Health and Wellness	\$2,833,082
Intergovernmental Affairs	\$4,895
Justice	\$108,596
Labour Skills and Immigration	\$311,593
Legislative Library	\$424
L'nu Affairs	\$500
Municipal Affairs and Housing	\$11,013
Natural Resources and Renewables	\$20,434
Nova Scotia Public Prosecution	\$1,458
Office of Addictions and Mental Health	\$16,673
Office of Equity and Anti-Racism	\$17,981
Office of Healthcare Professionals Recruitment	\$86,129

Office of Immigration and Population Growth	\$42,087
Office of the Lieutenant Governor	\$1,094
Public Service Commission	\$699
Public Works	\$266,079
Seniors and Long-Term Care	\$106,266
Service Nova Scotia	\$96,274
Status of Women	\$4,115
<b>2023 - 2024 Total Spend:</b>	<b>\$5,167,973</b>

Medium	Spend
Other	\$1,639,213 **
Radio	\$1,156,386
Online	\$587,750
Social	\$506,634
Print	\$438,311
Television	\$372,590
Out-of-Home	\$211,640
Search Engine Marketing	\$131,407
Streaming Media	\$74,634
Digital Audio	\$49,409
<b>Grand Total</b>	<b>\$5,167,973</b>

\*For a full breakdown of spend by department by medium see Appendix A.

\*\*Other, includes items such as vendor fees, telecaster fees, production fees, and creative design fees.

# Significant Advertising 2023–2024

---

*Significant advertising is any advertising that is deemed a priority of government and costs more than \$50,000.*

- **Accessibility Directorate:**  
Accessibility Awareness
- **Community Services:**  
Foster Caregiver Recruitment
- **Communications Nova Scotia:**  
Make Life Your Life's Work \*\*
- **Communications Nova Scotia, Health and Wellness, and Office of Addictions and Mental Health:**  
Mental Health and Wellness Resources
- **Education and Early Childhood Development:**  
Family Home Childcare\*
- **Emergency Management Office:**  
Hurricane Preparedness
- **Environment and Climate Change:**  
Climate Change Plan
- **Environment and Climate Change:**  
Coastal Action Plan
- **Environment and Climate Change:**  
Radon Gas Awareness\*\*
- **Health and Wellness:**  
Action for Health
- **Health and Wellness:**  
Fall and Winter Vaccines
- **Office of Addictions and Mental Health:**  
Men's Suicide Prevention
- **Labour, Skills and Immigration:**  
Graduate to Opportunity
- **Public Works:**  
Winter Readiness
- **Seniors and Long-Term Care:**  
Seniors Care Grant
- **Service Nova Scotia:**  
Heating Assistance Program

\*Total cost includes design fees and media fees. Media spend was below \$50,000; results have not been included.

\*\*Costs are for creative development only in 2023–2024. Results have not been included in the report.

# Accessibility Awareness

---

## Program Objectives:

To have a more accessible Nova Scotia by 2030 for people with visible and invisible disabilities.

Increase awareness of opportunities that come with the inclusion of people with disabilities.

Lower number of human rights filings (down 25%).

To have a more inclusive workforce.

## Marketing Objectives:

Highlight the barriers that exist for, and create awareness about the human rights of, people with disabilities.

Provide information about the Accessibility Act and the Government's commitment and progress towards accessibility.

To direct people to the website to learn more about accessibility in Nova Scotia.

## Timing:

May 2023–March 2024

## Destination URL:

[accessible.novascotia.ca](https://accessible.novascotia.ca)

## Advertising Elements:

- Television
- Streaming Media
- Social
- Online
- Search Engine Marketing



## Evaluation:

Television is not measured in Atlantic Canadian markets. Estimated audience numbers are as follows:

- CTV – Halifax: 396,100
- CTV – Sydney: 15,400
- Global: 1,301,200

Streaming media ads delivered 192,537 impressions.

Social ads delivered 2,284,170 impressions and 19,823 engagements.

Online ads delivered 1,033,650 impressions and 46,205 clicks to the website.

Search engine marketing ads delivered 122,986 impressions and 37,866 clicks to the website.

# Foster Caregiver Recruitment

---

## Program Objective:

To recruit new foster caregivers to help care for Nova Scotian children who are unable to live with their birth families for various reasons.

## Marketing Objectives:

To increase awareness of the need for more foster caregivers in Nova Scotia.

To drive people to the program's website to learn more about the Foster Care program and how to become a foster caregiver.

## Timing:

November 2023–March 2024

## Destination URL:

[fostercare.novascotia.ca](http://fostercare.novascotia.ca)

## Advertising Elements:

- Radio
- Television
- Streaming Media
- Online
- Social
- Digital Audio
- Search Engine Marketing



## Evaluation:

Halifax is the only radio market in Nova Scotia that is measured. In Halifax, radio ads reached 44% of adults 25–54 and the message was heard approximately 9.9 times per person.

Television is not measured in Atlantic Canadian markets. Estimated audience numbers are as follows:

- CTV – Halifax: 370,200
- CTV – Sydney: 96,900
- Global: 367,100
- CBC: 96,600

Streaming media ads delivered 118,715 impressions.

Online ads delivered 3,697,244 impressions and 13,306 clicks to the website.

Social ads delivered 1,945,613 impressions and 4,977 engagements.

Digital audio ads delivered 492,266 impressions and 750 clicks to the website.

Search engine marketing ads delivered 66,005 impressions and 4,846 clicks to the website.

# Hurricane Preparedness



## Program Objective:

To ensure that Nova Scotians are prepared should a hurricane hit during hurricane season.

## Marketing Objectives:

To generate awareness of how to be prepared during hurricane season.

To drive Nova Scotians to the website for more information on how to be prepared.

## Timing:

August–September 2023

## Destination URL:

[novascotia.ca/hurricane-support](https://novascotia.ca/hurricane-support)

## Advertising Elements:

- Radio
- Print
- Online
- Social
- Digital Audio
- Search Engine Marketing

## Evaluation:

Halifax is the only radio market in Nova Scotia that is measured. In Halifax, radio ads reached 60.5% of adults 25–54 and the message was heard approximately 9.1 times per person.

Online ads delivered 1,845,526 impressions and 16,460 clicks to the website.

Social ads delivered 1,883,305 impressions and 6,687 engagements.

Digital audio ads delivered 290,536 impressions and 433 clicks to the website.

Search engine marketing ads delivered 41,907 impressions and 5,713 clicks to the website.



# Climate Change Plan

## Program Objective:

Inform Nova Scotians about the upcoming federal carbon tax.

## Marketing Objectives:

Generate awareness and support for the Nova Scotia climate change plan.

Direct traffic to the Nova Scotia climate change plan website.

## Timing:

June–July 2023

## Destination URL:

[climatechange.novascotia.ca/what-ns-is-doing](https://climatechange.novascotia.ca/what-ns-is-doing)

## Advertising Elements:

- Radio
- Print
- Online
- Social
- Digital Audio



## Evaluation:

Halifax is the only radio market in Nova Scotia that is measured. In Halifax, radio ads reached 54.7% of adults 25–54 and the message was heard approximately 6.5 times per person.

Online ads delivered 317,413 impressions and 1,182 clicks to the website.

Social ads delivered 974,869 impressions and 9,256 engagements.

Digital audio ads delivered 218,508 impressions and 172 clicks to the website.



# Coastal Action Plan

## Program Objective:

Provide Nova Scotia's coastal property owners with the resources, tools and information they need to understand the risks and hazards caused by climate change to the coast, and how to mitigate and/or adapt to those risks and hazards to protect the coast, homes along it, and keep the people who live there safe.

## Marketing Objectives:

To build awareness among Nova Scotians, with a focus on coastal property owners, that there are resources and tools available to help plan and adapt to the impacts of climate change.

To drive users to the website to view resources and connect with in-person Navigators.

## Timing:

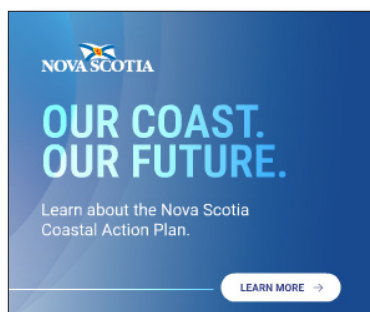
March 2024

## Destination URL:

[novascotia.ca/coastal-plan](https://novascotia.ca/coastal-plan)  
[novascotia.ca/coastal-plan/FR](https://novascotia.ca/coastal-plan/FR)

## Advertising Elements:

- Radio
- Print
- Online
- Social
- Digital Audio



## Evaluation:

Halifax is the only radio market in Nova Scotia that is measured. In Halifax, radio ads reached 56.8% of adults 25–54 and the message was heard approximately 9.8 times per person.

Online ads delivered 13,018,423 impressions and 72,849 clicks to the website.

Social ads delivered 2,932,998 impressions and 26,534 engagements.

Digital audio delivered 216,001 impressions. Digital audio did not receive clicks to the website.



# Action for Health

---

## Program Objective:

The goal for the Action for Health work was to rebuild confidence in the healthcare system in Nova Scotia and show that there is a current plan in action to transform healthcare in our region.

## Marketing Objectives:

To generate awareness that the current Action for Health plan is transforming healthcare in Nova Scotia.

To communicate the various ways Nova Scotians can access healthcare.

To encourage people to download the new YourHealthNS app.

## Timing:

June 2023–March 2024

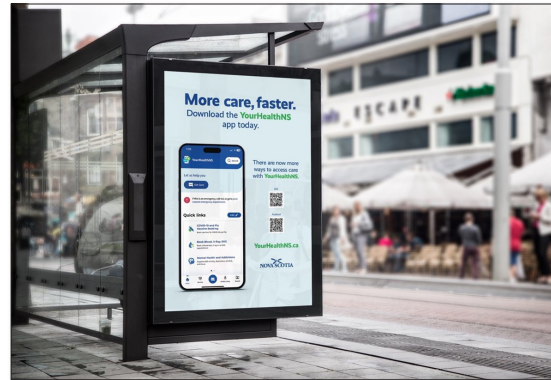
## Destination URLs:

**YourHealthNS App messaging:**  
[yourhealthns.ca](https://yourhealthns.ca)

**Ways to Access Care:**  
[actionforhealth.novascotia.ca/ways-access-care](https://actionforhealth.novascotia.ca/ways-access-care)

**Action for Health:**  
[novascotia.ca/actionforhealth/](https://novascotia.ca/actionforhealth/)

**Action for Health – Pharmacy clinic messaging:**  
[pans.ns.ca/cppc](https://pans.ns.ca/cppc)



## Advertising Elements:

### Television:

- Action for Health (30s English)
- Ways to Access Care (30s English)
- YourHealthNS (30s English, Premier version and Launch version)

### Print:

- Action for Health, General (English)
- Action for Health, Pharmacy (English)
- Ways to Access Care, General (English)
- YourHealthNS App launch (English)
- Action for Health, Nurse appreciation (English)

### Radio/digital audio:

- Action for Health, General (English, French, Arabic)
- Action for Health, Pharmacy (English)
- Ways to Access Care, General (English, French)
- YourHealthNS App (English)
- Ways to Access Care, Pharmacy (English)
- Ways to Access Care, Mobile Clinics (English)
- Ways to Access Care, Virtual Care (English)

## Action for Health (Continued)

---

### Digital Display:

- Action for Health, General (English)
- YourHealthNS app launch (English)
- Ways to Access Care, General (English)
- Ways to Access Care, Mental Health Homepage Takeover (English)
- Ways to Access Care, Pharmacy (English)
- Ways to Access Care, Mental Health (English)
- Ways to Access Care, Mobile Clinics (English)
- Action for Health, Pharmacy (English)
- Action for Health, Nurse Appreciation (English)
- Action for Health, Cape Breton Doctors (English)
- Action for Health, Robotics (English)

### Social:

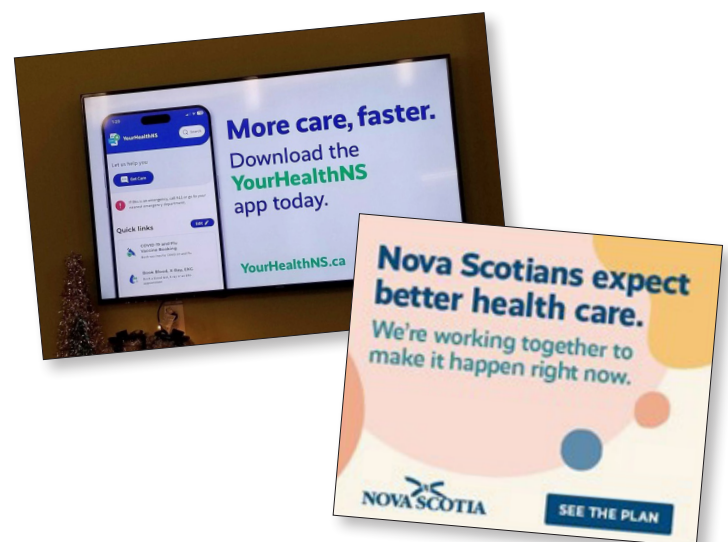
- Action for Health, General (English)
- YourHealthNS app launch (English)
- Ways to Access Care, General (English)
- Ways to Access Care, Pharmacy (English)
- Ways to Access Care, Mental Health (English)
- Ways to Access Care, Mobile Clinics (English)
- Action for Health, Pharmacy (English)
- Action for Health, Nurse Appreciation (English)
- Action for Health, Cape Breton Doctors (English)
- Action for Health, Robotics (English)

### OOH:

- Action for Health, General – Indigenous poster network (English, English/ Mi'kmaw bilingual)
- YourHealthNS – Indigenous poster network (English)
- Action for Health – GymTV (English)
- YourHealthNS – GymTV (English)
- Action for Health – Clinic and Pharmacy poster network (English)
- YourHealthNS – Clinic and Pharmacy poster network (English)
- Ways to Access Care – Clinic and Pharmacy poster network (English)
- Ways to Access Care – GymTV (English)
- YourHealthNS – Scotiabank Centre, Campus network, TSAs, transit interiors, transit kings (English)

### Cinema:

- YourHealthNS (English)
- Action for Health (English)
- Ways to Access Care (English)



## Action for Health (Continued)

### Evaluation:

Search engine marketing delivered 292,257 impressions and 47,891 clicks to the websites (actionforhealth.novascotia.ca and yourhealthns.ca).

Display ads delivered 9,608,748 impressions and 39,851 clicks to the website.

Digital video ads delivered 2,169,621 impressions and 1,736 clicks to the website.

Connected TV ads delivered 415,082 impressions.

Social ads delivered 17,913,091 impressions, 963,582 engagements and 33,142 clicks to the website.

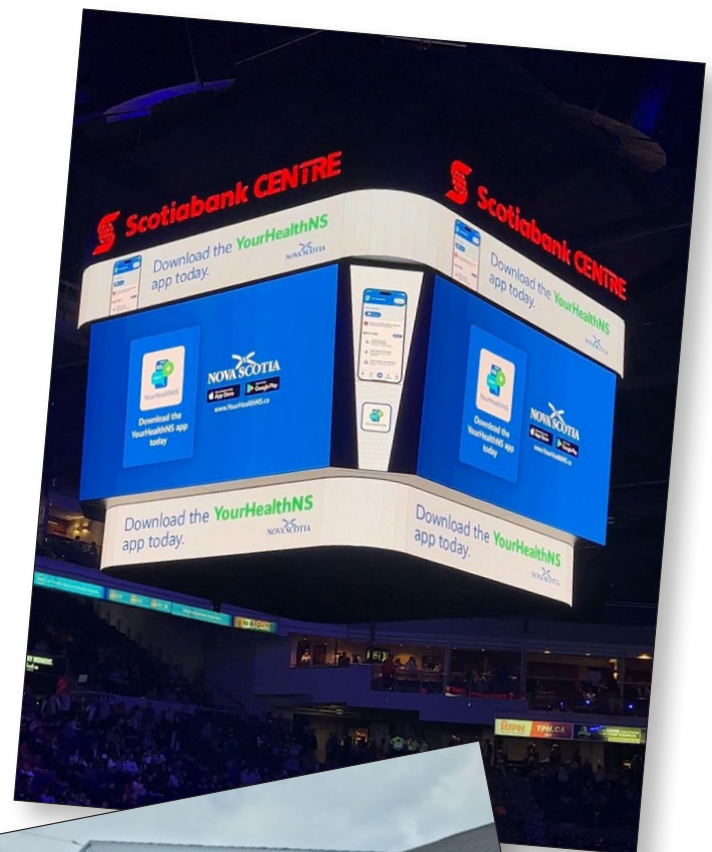
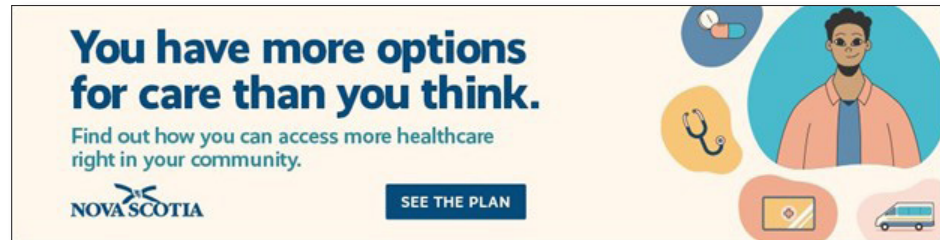
Digital audio ads delivered 3,344,774 impressions and 5,801 clicks to the website.

Television is not measured in Atlantic Canadian markets. Estimated audience numbers are as follows:

- CTV – Halifax: 3,275,100
- CTV – Sydney: 538,400
- Global: 4,060,400
- CBC: 2,601,000
- CBC (HNIC via Rogers): 2,592,000

Halifax is the only radio market in Nova Scotia that is measured. In Halifax, the campaign reached 63.8% of adults 25–54 and the message was heard approximately 57.3 times per person.

Outdoor advertising is estimated to have delivered over 25 million impressions through all touchpoints.



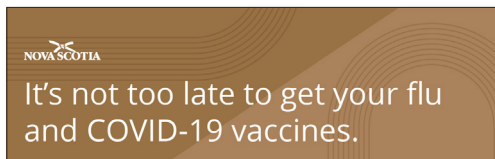
# Fall and Winter Vaccines

---

## Program Objectives:

To help stop the spread of the influenza and COVID-19 viruses by offering Nova Scotians free flu and COVID-19 vaccines.

To have the majority of Nova Scotians get vaccinated.



## Marketing Objectives:

To generate awareness of the importance of being vaccinated.

To send people to the website to book vaccination appointments.

## Timing:

November 2023–March 2024

## Destination URL:

[novascotia.ca/vaccination](https://novascotia.ca/vaccination)

## Advertising Elements:

- Radio – Fall and Winter
- Print – Fall and Winter
- Online – Fall and Winter
- Social – Fall and Winter
- Digital Audio – Fall and Winter
- Out-of-Home – TSAs – Winter
- Search Engine Marketing – Fall and Winter

## Evaluation:

Halifax is the only radio market in Nova Scotia that is measured. In Halifax, the Fall portion of the campaign reached 54.9% of adults 25–54 and the message was heard approximately 6.1 times per person. The Winter portion of the campaign reached 44.5% of adults 25–54 and the message was heard approximately 3.8 times per person.

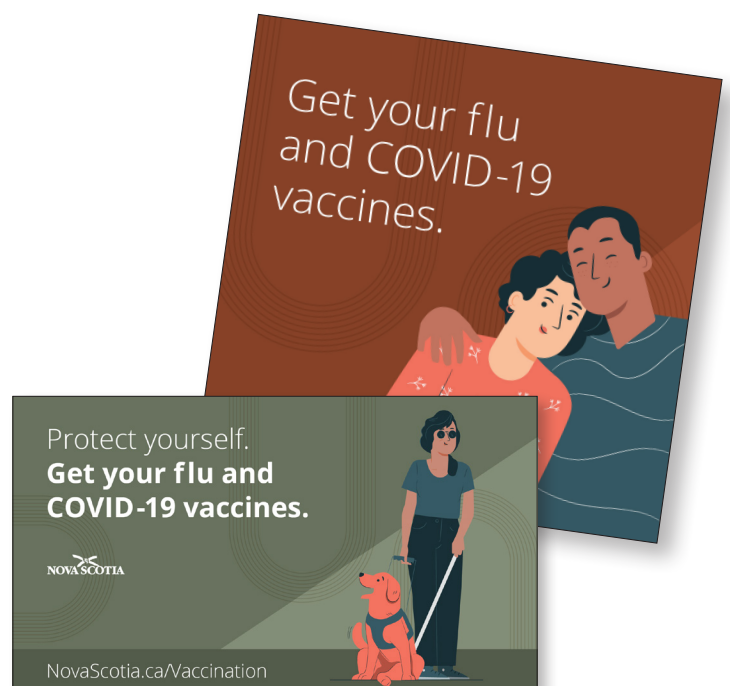
The online ads delivered 6,143,880 impressions and 36,921 clicks to the website.

The social ads delivered 2,731,657 impressions and 8,434 clicks to the website.

The digital audio ads delivered 531,634 impressions and 2,369 clicks to the website.

The out-of-home ads had a circulation of 12,637,511.

The search engine marketing ads delivered 64,326 impressions and 25,132 clicks to the website.



# Men's Suicide Prevention

## Program Objective:

To raise awareness in Nova Scotia about men's mental health, promote provincial and community resources, and break down the stigma that prevents men from seeking help.

## Marketing Objectives:

To generate awareness among men 18+ in Nova Scotia that there are resources available to help with their mental health.

To direct people to the website to learn how men can get the tools and resources to support their mental health.

## Timing:

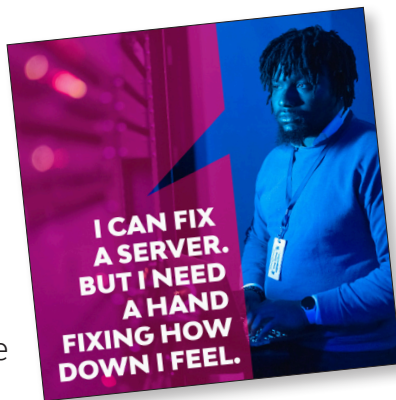
September 2023–February 2024

## Destination URL:

[reachoutns.ca](http://reachoutns.ca)

## Advertising Elements:

- Radio
- Online
- Streaming Media
- Social
- Digital Audio



## Evaluation:

Halifax is the only radio market in Nova Scotia that is measured. In Halifax, radio ads reached 23% of males 25–54 and the message was heard approximately 4.1 times per person.

Online ads delivered 4,303,546 impressions and 32,980 clicks to the website.

Streaming media ads delivered 938,098 impressions.

Social ads delivered 1,159,503 impressions and 1,390 engagements.

Digital audio ads delivered 387,080 impressions and 468 clicks to the website.

# Mental Health and Wellness Resources

## Program Objective:

To inform Nova Scotians that there is support for mental health, addiction and well-being for children, youth and adults by having resources listed in one location on the website.

## Marketing Objective:

To encourage Nova Scotians to visit the website to find available resources for those seeking help.

## Timing:

April–May 2023

October–November 2023

January–February 2024

## Destination URL:

[novascotia.ca/mentalhealth](https://novascotia.ca/mentalhealth)

## Advertising Elements:

- Radio – Spring 2023 and Fall 2023
- Print – Spring 2023
- Online – Spring 2023, Fall 2023 and Spring 2024
- Digital Audio – Spring 2023, Fall 2023 and Spring 2024
- Social – Spring 2023, Fall 2023 and Spring 2024

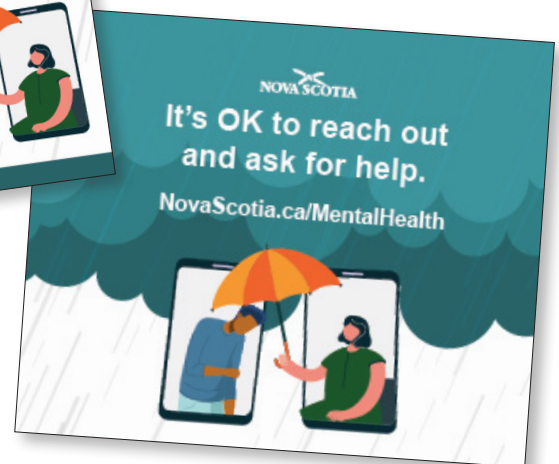
## Evaluation:

Halifax is the only radio market in Nova Scotia that is measured. In Halifax, the spring portion of the campaign reached 56.5% of adults 25–54 and the message was heard approximately 7.21 times per person. The fall portion of the campaign reached 45.4% of adults 25–54 and the message was heard approximately 3.9 times per person.

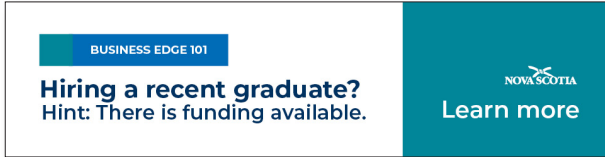
Online ads delivered 1,715,663 impressions and 2,673 clicks to the website.

Digital audio ads delivered 480,754 impressions and 1,577 clicks to the website.

Social ads delivered 4,094,048 impressions and 7,057 engagements.



# Graduate to Opportunity



## Program Objective:

To help build a stronger workforce by retaining well-educated young people in Nova Scotia with a salary incentive that makes it easier to hire recent graduates.

## Marketing Objectives:

To increase awareness of the Graduate to Opportunity program by targeting small businesses, start-ups, social enterprises, and not-for-profit organizations.

To direct those businesses to the website to learn more about the program.

## Timing:

October 2023–March 2024

## Destination URL:

[novascotia.ca/gto](https://novascotia.ca/gto)

## Advertising Elements:

- Streaming Media
- Online
- Social
- Search Engine Marketing

## Evaluation:

Streaming media ads delivered 452,960 impressions.

Online ads delivered 9,018,571 impressions and 49,221 clicks to the website.

Social ads delivered 2,567,942 impressions and 4,425 engagements.

Search engine marketing ads delivered 1,266 impressions and 605 clicks to the website.



# Winter Readiness

---

## Program Objective:

To provide public safety messages that ensure winter preparedness among Nova Scotian drivers.

## Marketing Objectives:

To create awareness of the services that Public Works provides throughout the winter months.

To raise awareness of the website features, such as snowplow tracker and more.

## Timing:

November 2023–March 2024

## Destination URL:

[novascotia.ca/tran/winter](http://novascotia.ca/tran/winter)

## Advertising Elements:

- Television
- Streaming Media
- Radio
- Digital Audio
- Social
- Online
- Search Engine Marketing



## Evaluation:

Television is not measured in Atlantic Canadian markets. Estimated audience numbers are as follows:

- CTV – Halifax: 240,600
- CTV – Sydney: 23,500
- Global: 491,200
- CBC: 169,000

Halifax is the only radio market in Nova Scotia that is measured. In Halifax, radio ads reached 44.3% of adults 25–54 and the message was heard approximately 3.9 times per person.

Streaming media ads delivered 132,876 impressions.

Online ads delivered 1,195,665 impressions and 2,498 clicks to the website.

Social ads delivered 1,530,423 impressions and 2,224 engagements.

Digital audio ads delivered 210,373 impressions and 744 clicks to the website.

Search engine marketing ads delivered 2,392 impressions and 1,685 clicks to the website.

# Seniors Care Grant



## Program Objective:

To provide financial support to low-to modest-income seniors in Nova Scotia by helping to cover the cost of associated household services.

## Marketing Objectives:

To build awareness of the Seniors Care Grant among Nova Scotia's seniors and their loved ones.

To encourage Nova Scotians to visit the website to learn more about the program and to apply.

## Timing:

September 2023–March 2024

## Destination URL:

[novascotia.ca/seniorscaregrant](http://novascotia.ca/seniorscaregrant)  
[novascotia.ca/seniorscaregrant/fr](http://novascotia.ca/seniorscaregrant/fr)

## Advertising Elements:

- Radio
- Social
- Print
- Search Engine Marketing

## Evaluation:

Halifax is the only radio market in Nova Scotia that is measured. In Halifax, radio ads reached 38% of adults 55+ and the message was heard approximately 8.5 times per person.

Social ads delivered 810,664 impressions and 13,600 engagements.

Search engine marketing ads delivered 107,339 impressions and 31,445 clicks to the website.



# Heating Assistance Rebate Program (HARP)

---

## Program Objective:

To help low-income Nova Scotians with the cost of home heating by providing a rebate.

## Marketing Objectives:

To raise awareness of the HARP program.

To drive people to the website to learn about the program and to apply.

## Timing:

October 2023–March 2024

## Destination URL:

[novascotia.ca/heatinghelp](https://novascotia.ca/heatinghelp)  
[novascotia.ca/heatinghelp/fr](https://novascotia.ca/heatinghelp/fr)

## Advertising Elements:

- Radio
- Digital Audio
- Online
- Social
- Search Engine Marketing

## Evaluation:

Halifax is the only radio market in Nova Scotia that is measured. In Halifax, radio ads reached 40.2% of adults 25–54 and the message was heard approximately 5.4 times per person.

Online ads delivered 1,122,645 impressions and 4,798 clicks to the website.

Digital audio ads delivered 257,923 impressions and 675 clicks to the website.

Social ads delivered 4,407,992 impressions and 29,446 engagements.

Search engine marketing ads delivered 106,035 impressions and 56,072 clicks to the website.



## Appendix A

<b>Acadian Affairs and Francophonie</b>	<b>\$7,640</b>	<b>Education and Early Childhood Development</b>	<b>\$147,405</b>
Print	\$7,640	Digital Audio	\$1,193
<b>Agriculture</b>	<b>\$8,490</b>	Online	\$16,511
Digital Audio	\$1,000	Other	\$73,296
Online	\$2,443	Radio	\$38,238
Social	\$5,046	Social	\$14,168
<b>Communications Nova Scotia</b>	<b>\$210,760</b>	Streaming Media	\$4,000
Digital Audio	\$1,000	<b>Emergency Management Office</b>	<b>\$90,468</b>
Online	\$34,654	Online	\$8,675
Other	\$80,000	Print	\$14,053
Print	\$28,550	Radio	\$59,406
Radio	\$19,111	Search Engine Marketing	\$2,734
Search Engine Marketing	\$6,865	Social	\$5,600
Social	\$40,581	<b>Environment and Climate Change</b>	<b>\$406,093</b>
<b>Communities, Culture, Tourism and Heritage</b>	<b>\$75,357</b>	Online	\$46,423
Online	\$16,791	Other	\$162,123
Out-of-Home	\$11,023	Print	\$60,003
Print	\$3,523	Radio	\$70,167
Radio	\$18,631	Search Engine Marketing	\$13,549
Social	\$21,009	Social	\$31,836
Television	\$4,380	Television	\$21,992
<b>Community Services</b>	<b>\$225,699</b>	Executive Council	\$48,748
Digital Audio	\$3,600	Online	\$7,670
Online	\$42,978	Print	\$33,584
Other	\$33,895	Social	\$7,493
Radio	\$73,959	<b>Finance and Treasury Board</b>	<b>\$2,283</b>
Search Engine Marketing	\$12,492	Online	\$1,283
Social	\$28,728	Social	\$1,000
Television	\$25,047		
Streaming Media	\$5,000		
<b>Economic Development</b>	<b>\$14,628</b>		
Social	\$6,500		
Television	\$8,128		

## Appendix A (Continued)

<b>Fisheries and Aquaculture</b>	<b>\$250</b>
Online	\$250
<b>Gaelic Affairs</b>	<b>\$759</b>
Social	\$759
<b>Health and Wellness</b>	<b>\$2,833,082</b>
Digital Audio	\$37,828
Online	\$182,314
Other	\$1,223,289
Out-of-Home	\$199,447
Print	\$213,310
Radio	\$574,849
Search Engine Marketing	\$38,151
Social	\$96,304
Television	\$208,119
Streaming Media	\$59,472
<b>Intergovernmental Affairs</b>	<b>\$4,895</b>
Online	\$2,045
Social	\$2,850
<b>Justice</b>	<b>\$108,596</b>
Online	\$25,795
Print	\$7,174
Search Engine Marketing	\$4,314
Social	\$25,930
Television	\$45,383
<b>Labour Skills and Immigration</b>	<b>\$311,593</b>
Digital Audio	\$1,188
Online	\$103,561
Other	\$66,610
Print	\$717
Radio	\$23,329
Search Engine Marketing	\$12,550
Social	\$69,681
Television	\$33,957

<b>Legislative Library</b>	<b>\$424</b>
Online	\$424
<b>L'nu Affairs</b>	<b>\$500</b>
Social	\$500
<b>Municipal Affairs and Housing</b>	<b>\$11,013</b>
Online	\$2,446
Print	\$4,726
Radio	\$1,601
Social	\$2,240
<b>Natural Resources and Renewables</b>	<b>\$20,434</b>
Online	\$1,519
Print	\$13,767
Social	\$5,149
<b>Nova Scotia Public Prosecution</b>	<b>\$1,458</b>
Online	\$1,458
<b>Office of Addictions and Mental Health</b>	<b>\$16,673</b>
Digital Audio	\$2,000
Online	\$6,000
Radio	\$2,780
Social	\$5,893
<b>Office of Equity and Anti-Racism</b>	<b>\$17,981</b>
Print	\$17,981
<b>Office of Healthcare Professionals Recruitment</b>	<b>\$86,129</b>
Online	\$16,120
Out-of-Home	\$1,170
Radio	\$18,628
Search Engine Marketing	\$11,314
Social	\$36,897
Television	\$2,000

## Appendix A (Continued)

<b>Office of Immigration and Population Growth</b>	<b>\$42,087</b>
Online	\$7,711
Search Engine Marketing	\$3,057
Social	\$31,319
<b>Office of the Lieutenant Governor</b>	<b>\$1,094</b>
Print	\$1,094
<b>Public Service Commission</b>	<b>\$699</b>
Online	\$699
<b>Public Works</b>	<b>\$266,079</b>
Digital Audio	\$1,600
Online	\$24,719
Print	\$8,322
Radio	\$169,702
Search Engine Marketing	\$68
Social	\$31,923
Television	\$23,584
Streaming Media	\$6,162
<b>Seniors and Long-Term Care</b>	<b>\$106,266</b>
Online	\$17,561
Print	\$18,397
Radio	\$41,061
Search Engine Marketing	\$17,647
Social	\$11,600

<b>Service Nova Scotia</b>	<b>\$96,274</b>
Online	\$13,583
Print	\$5,471
Radio	\$44,925
Search Engine Marketing	\$8,667
Social	\$23,629
<b>Status of Women</b>	<b>\$4,115</b>
Online	\$4,115
<b>Grand Total</b>	<b>\$5,167,973</b>

# Glossary

---

**Audience:** The estimated number of viewers.

**Average Engagement Time:** The total time users engaged with a website or app divided by total sessions.

**Circulation:** The estimated number of people with the opportunity to see or be exposed to an out-of-home advertisement.

**Click:** The number of times users have clicked on a digital advertisement to reach an online property.

**Cross-Network:** The channel by which users arrive at a website/app via ads that appear on various networks (e.g. Google Search and Google Display) in Google Analytics.

**Engagement:** Actions that reflect and measure how much your audience interacts with your content. Social media engagement can include likes, comments and shares, but varies by platform.

**Impression:** When a user sees an advertisement. In practice, an impression occurs when a user opens an app or website and an ad is visible.

**Streaming Media:** Ads delivered through internet-connected devices such as TVs or mobile phones, where viewers stream digital video content.

**Unassigned:** Google could not assign a traffic source to a particular default channel in Google Analytics.