

Thanks for your request for information, which the Greater London Authority received on 18 October.

The Greater London Authority has spent a total of £23,085.49 on producing (printing) posters displayed across the Transport for London (TfL) network since May 2016, the start of the new Mayoral term. This includes 15 campaigns over a seven month period (May- November to-date) and includes the installation cost - people physically putting up the posters.

The costs we pay are associated with the printing and putting up of posters only as this is 'gifted' media space given to us free of charge from TfL. Using TfL poster sites delivers the Greater London Authority with huge cost savings paying for production of posters only, as these media sites have a significantly higher media value i.e. if we were to buy the advertising space, it would cost the GLA significantly more than we currently have to pay.

We ensure a thorough procurement process by requesting printing quotes from three suppliers for each campaign to guarantee competitive value and quality.

Yours sincerely

Public Liaison Officer

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:

<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>