

NLL communication and advertising about 31.08

Communication in the media	
Number of publications in the media	80
Of wich also arranged interviews, articles, collaborations (live broadcasts on Latvijas Radio, LSM portal)	25
Press conferences	1

Advertising			
	Number	Time period	Audience
Clear Channel about 31 August (15 stands)	15 three-sided stands	19.08.-1.09.	300 000
Visual Media about 31 August	11 large-scale outdoor screens (8 screenings per day on each)	26.08.-31.08.	-
JCDecaux about 31 August	10 public-transport stops	26.08.-1.09.	150 000
Latvijas Radio1 and LR4 about 31 August	20 adverts (10 in each language)	26.08.-30.08.	136 000 per day (LR1) 63 000 per day (LR4)
Rīgas Satiksme about 31 August	469-529 vehicles per day (buses, trolley buses, trams). Screenings: average every 20 min	26.08.-30.08.	-
IR magazine about 31 August	1 edition	29.08.-4.09.	47 000
A3 posters about 31 August for Rīga libraries	100	-	-

Additional activities	
NLL celebration audio jingles in the Library	11
NLL reading-room computers displaying NLL100 information	400
NLL 100 Programme	1000
Invitations/cards to 31 August for distribution	1000
Bad Dog postcards	6000
NLL100 video	1 + 9 NLL ambassadors' video messages
Electronic invitations to 31 August sent to public libraries, requesting they be printed and displayed to the public	800

Reinforced communication in social networks (Facebook, Instagram, Twitter) from 21.07 to 08.09	
Number of publications	420
Increase in numbers of followers	1058
Audience (average) reached by each sponsored-content post	30-50 000 people