



Advertising fund allocations

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Advertising fund allocations

Funding for federal advertising activities can come from the Central Advertising Fund, and/or from departmental reference levels. Allocations from the Central Advertising Fund are indicated below and updated quarterly.

The tables that follow list current year allocations. This information is updated in January, April, July and October. Advertising allocations for previous years are also available.

2019-2020

January 1 to March 31, 2020 (Quarter 4)

No new advertising allocations were made during Quarter 4

October 1 to December 31, 2019 (Quarter 3)

No new advertising allocations were made during Quarter 3

July 1 to September 30, 2019 (Quarter 2)

No new advertising allocations were made during Quarter 2

April 1 to June 30, 2019 (Quarter 1)

Department/Agency	Campaigns	2019-2020 (\$)
Employment and Social Development Canada	Services for Seniors - Retirement and Benefits	2,500,000

Department/Agency	Campaigns	2019-2020 (\$)
	Education and Skills	1,000,000
Canada Revenue Agency	Benefits and Credits - Individuals	500,000
Health Canada	Cannabis Post-Legalization	3,000,000
Public Services and Procurement Canada	Digital Advertising fund	2,500,000
Innovation, Science and Economic Development Canada	Innovation Canada, Women Entrepreneurs and Women in STEM	1,000,000
Veterans Affairs Canada	Remembrance, 75th Anniversary of the Battle of Normandy and the 75th Anniversary of the Italian Campaign	2,150,000
Public Health Agency of Canada	Immunization	1,000,000
Environment and Climate Change Canada	Nature Legacy	1,000,000
Immigration, Refugees and Citizenship Canada	Newcomers Settlement Services	500,000
Total		17,650,000

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