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Contract

ITV X television advertising and regional radio advertising. S514016

Norfolk County Council

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-068808

Procurement identifier (OCID): ocds-h6vhtk-05d4d5

Published 28 October 2025, 9:54am

Scope

Reference

PA00003163

Description

ITV X television advertising and regional radio advertising. S514016

£100000.00

Contract 1

Supplier

- The Traditional Media Agency Limited

Contract value

- £100,000 excluding VAT
- £120,000 including VAT

Below the relevant threshold

Date signed

31 August 2025

Contract dates

- 1 September 2025 to 31 March 2026
- 7 months

Main procurement category

Services

CPV classifications

- 79341000 - Advertising services

Procedure

Procedure type

Below threshold - unknown

Supplier

The Traditional Media Agency Limited

84 Cannell Road

Loddon

NR14 6TP

United Kingdom

Email: katharine@tma.co.uk

Region: UKH17 - Breckland and South Norfolk

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

Norfolk County Council

- Public Procurement Organisation Number: PDYH-3246-XWTR

County Hall, Martineau Lane

Norwich

NR1 2DH

United Kingdom

Email: sourcingteam@norfolk.gov.uk

Region: UKH15 - Norwich and East Norfolk

Organisation type: Public authority - sub-central government