

Ministry of Finance  
List of Implementation for Policy Advocacy  
2025 December

Unit: NTD

Name of Organization	Main Content of the Advertisement	Bid/ Contract Name	Type of Media	Posting and Airtime	Implementing Division	Source of Budget	Budget Account	Amount Spent	Commissioned Company	Expected Benefit	Published and Broadcast by	Remarks
Fiscal Information Agency, MOF	E-invoice Promotion	2025 Cloud Invoice Promotion Campaign Project	Internet media	June 1, 2025 to October 31, 2025 (inclusive)	E-invoice Division	Total budget	The 2025 Taxation Administration combined with unified invoices to promote and handle national major policy advocacy funds, financial information services - electronic invoice management funds - business fees	84,000	CE DONG MARKETING CO	Marketing cloud invoices and publicizing cloud invoice promotion activities through popular online media to increase reach as follows: (1) Google for at least 8 weeks, with a total exposure of at least 1.5 million times and a total number of clicks of at least 10,000 times. (2) FB/IG for at least 8 weeks, with a total exposure of at least 1.5 million times and a total number of clicks of at least 10,000 times.	Google, Facebook, Instagram	Payment was made in September and December 2025
Fiscal Information Agency, MOF	E-invoice Promotion	Cloud Invoice Promotion Project	Radio Media	November 2, 2025 to November 28, 2025 (inclusive)	E-invoice Division	Total budget	financial information services - electronic invoice management funds - business fees	20,000	Stark Creative Digital Design Co., Ltd.	To promote the use of cloud invoice carriers among different groups, radio broadcasting is used to target commuting drivers, with a campaign duration of at least two weeks and a total exposure of at least 60 times.	Good News 90.3 FM	Payment in December 2025