

Ministry of Finance  
List of Implementation for Policy Advocacy  
2025 September

Unit : NTD

| Name of Organization           | Main Content of the Advertisement | Bid/Contract Name                             | Type of Media  | Posting and Airtime                          | Implemented Division | Source of Budget | Accounts of Budget   | Broadcast Execution | 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 | 184,000             | CE DONG MARKETING CO | Marketing cloud invoices and publicizing cloud invoice promotion activities through popular online media to increase reach as follows:<br>(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.<br>(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 |