РА ЖИЗНЬ

ADVERTISING AGENCY

ra411.com.ua

ra411.com.ua
44, Smilyanska str., ofc. 411
Cherkasy, Ukraine
+38 097 77 11 411,
+38 063 33 78 411
411-ra@ukr.net

- Design
- Outdoor advertising
- Web development
- Website promotion
- ON-bus advertising
- IN-bus advertising
- Billboard lease
- Large-format printing
- Interior printing
- Printwork
- Radio
- Promotional gifts
- Marketing plan

Prices 07.08.2022

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Design

ORDERING RULES ARE APPLIED

Stock photos	UAH 200
Logo design (3 options)	UAH 3,300
Digitizing of an existing logo	UAH 500
Brand book: logo, business card, form, folder, envelope, magnet, icon, scheldue (+ concept, fonts, corporate identity)	UAH 11,000
Signboard with logo and style design	UAH 4,000
Signboard (with an existing style)	UAH 1,500
Entrance group + sign (with creating of a style)	UAH 8,000
Entrance group + signboard (with a ready-made style)	UAH 3,000
Promotional gifts	UAH 600

Transport advertising	UAH 600
Door sign	UAH 500
Single-sided business card	UAH 600
Double-sided business card	UAH 800
Calendar (100*70 mm)	UAH 800
Single-sided flyer	UAH 700
Double-sided flyer	UAH 1,300
Eurobooklet 210*100mm (2 folds_ 6 pages)	UAH 3,600
Magazines, catalogs, books (1 page)	UAH 900
Billboard poster (3x6)	UAH 1000
Branding of private vehicles	UAH 2,900
Branding of buses	UAH 2,900
Sidewalk stopper 800 * 600mm (uniform double-sided design)	UAH 1000
Single image processing	UAH 200
Videos of any complexity, price after the task	UAH 1,000

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ORDERING LINEUP

STAGE I: DESIGN

Providing layout information

Prepayment for design 50%

3 layout options within 3 work. days
*logo design within 7 work.days

The most suitable option is being finalized

Refinement of the layout - 4 free changes (each next + UAH 150)

Approval and surcharge 50%

STAGE II: OUTLAY = MANUFACTURE

To start work, prepayment of 70%*
* deadlines and prepayment may vary for different items

Final payment of 30% on readiness

DESIGN INFORMATION:

Layout size, purpose and deadlines

Approved text

Clear guidelines and emphasis on information
(color, style, arrangement)

RULES OF APPROVAL:

- If any of these parameters or the vision of the deliverables changes, this is considered as a new design and is paid as a new order.
- Design adjustments are clear indications of what is to be changed and where.
- After the design is approved, the **Customer is responsible for misspelling and punctuation.**
- If the order is supervised by several persons, one concept and one representative are selected to approve the layout and make adjustments.
- The cost of the work with a designer at the office is UAH 400 per hour.
- The finish product appearance **does NOT correspond to the layout by 100%.** If the complete color reproduction is necessary, please, make sure you warn the designer.

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LEASE

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ON-BUS ADVERTISING

Design = UAH 2,900

Preparation for printing = UAH 1,500

UV printing = UAH 3,500

Installation= UAH 2,900

Month lease = UAH 3,500

(minimum lease - 6 months)

Dismantling = UAH 3,500 (flat charge)

LEADING COMPANIES CHOOSE THE VERY KIND OF ADVERTISING:

Coca-cola, Fanta, Яготинське, Королівський смак, Сладосвіт, Mars, МакКофе, Садочок, Торчин, Рудь, Madok, Aries, Mida, Adidas, Агромат, Інтер'єр-бутік, Лео Кераміка, Eldorado, Асоль, Дом оптики, Новий зір, Готівочка, OnTaxi, 330-330, Добробут, ЖК, RST, ВетЕксперт, МЧС, Зоопарк

WHY DOES BUSINESS NEED TRANSPORT ADVERTISING?

1. REASONABLE PRICE

1 bus is less expensive than 1 billboard

2. TARGET AUDIENCE

All social groups see your advertisment.

3. THE MAXIMUM OUTREACH FOR CITY TERRITORY

It's the easiest way to inform the whole city about your Business. Outreach more than 50%!

4. BRAND RECOGNITION

The more a person sees a logo, the better is his attitude to company's offers.

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IN-BUS ADVERTISING

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Design = UAH 800

Printing + lamination 1 pc. A4 = 30 UAH

Placement 1 pc. A4 = UAH 90

Photo report = UAH 700 (price for one route)
Upon request (please, specify)

SAFETY OF LEAFLETS

- «РА Жизнь» provides a guarantee for the safety of leaflets during the first 14 days of the placement period.
- If there is no leaflet on the bus **before** the guarantee expires, "РА Жизнь" prints it at its own expense and resumes placement with prolongation for one month.
- If there is no leaflet **after** the guarantee expires, "РА Жизнь" resumes its placement with a prolongation of one week; printing - at the expense of the customer.

CONDITIONS OF COOPERATION ON TRANSPORT ADVERTISING

1. Design (A4 format, horizontal) by "РА Жизнь" or customer.
2. Single-sided printing with lamination (because of lamination the leaflet holds firmly and has a presentable appearance).
3. Placement within 7 workdays days after 100% payment *
   * when ordering up to 10 pcs. on one route, please, specify deadline of placement.
4. The minimum period for posting leaflets is 1 month *
   * the placement period starts from the day the report is submitted.
5. Report is provided by bus numbers. Photo report is only upon request.
6. After the end of the placement period, leaflets are not given back (they also cannot be removed, and you cannot resume their placement after some time)

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PRINTING

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Interior, large format and UV printing per m²

	Int.	Large	UV
Oracal tape “640"	280	240	320
Oracal tape "641" (color)	220	-	-
Perforated film	320	-	-
Photo wall-paper (1.280 mm width)	550	-	-
Banner fabric (cast)	320	280	280
Banner fabric (laminated)	280	240	-
Perforated banner	320	-	-
Backlit 170 g/m	280	-	-
Glossy photo paper 260 g/m	550	-	-
Poster for a billboard 3*6 m	-	700	-
Lamination film	220	-	-
Canvas (1,050 mm width)	820	-	-
Application film	220	-	-
A4 proofing	200	200	270
Sizing	35	-	-
Grommets	20	-	-

Printing products (offset)

Coated paper	1,000 pcs.
Business card 250 g/m (4+4) Glossy lamination 1+0	920
Business card 350 g/m (4+4) mat./gloss lamination 1+1	1,120
Business card 350 g/m (4+4) Soft Touch 1+1	1,920
Calendars 350 g/m (4+4) glossy lamination 1+0	990
Flyers (100*210 mm_130 g/m_4+4)	1,460
Eurobooklets + 2 folds (210*297 mm_130 g/m_4+4)	4,040
A6 (105*148) 130 g/m 4+4	1,330
A5 (148*210) 130 g/m 4+4	2,090
A4 (210*297) 90 g/m 4+0	1,270
A4 (210*297) 130 g/m 4+4	3,500
A3 (420*594) 90 g/m 4+0	5,970
Stickers (50*90) 80 g/m	1,040
Folders 300 g/m_4+0_mat. lam.	13,200-100pc
Folders 300 g/m_4+0_mat. lam.	16,200-250pc

Digital printing

(300 g/m2, coated paper)

Type		100 pcs.	200 pcs.
Business cards 300 g/m2, mat lam 1+0	double-sided	UAH 450	UAH 620
Business cards 300 g/m2, Soft Touch 1+1	double-sided	UAH 720	UAH 950

Type	1 pc.	10 pcs.	20 pcs.
A4 210*297 300gm, single-sided	UAH 30	UAH 150	UAH 250
A4 210*297 300gm,double-sided	UAH 42	UAH 220	UAH 400
A4,1-стор with lamination	UAH 30	UAH 300	UAH 600
A6 105*148 300гм, single-sided	UAH 30	UAH 70	UAH 120
A6 105*148 300gm,double-sided	UAH 42	UAH 100	UAH 150

Type	10 pcs.	50 pcs.	100 pcs.
A4 210*297 130gm, single-sided	UAH 100	UAH 400	UAH 800

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RADIO

Avtoradio, Retro FM, Nashe Radio,
Radio Pyatnica, Jam FM

Авто Радио · Ретро FM · Наше Радио (Все буде по-нашому) · Джем 95.6 FM · Радио Пятница

KISS FM, Hit FM, Radio Roks,
Russkoe Radio and Melodiya Radio

KISS FM · Хіт FM · Radio Roks · Русское Радио Україна · Мелодия Радио

Prices upon request

BILLBOARD LEASE (3*6 m)

Monthly lease price
Billboard = UAH 3,500 *
Billboard downtown = UAH 5,500 *
(Shevchenko str., Ivana Honty str.,
Khreschatyk str., Verhnya Horova str.,
Khmelnytskogo str., Blahovisna str.)
Prisma vision display = UAH 5,500 *
*placement once a month

Dressing

Design = UAH 1000
Printing = UAH 700
Placement = UAH 700*

Address placement program + photo (additionally sent)

BRANDMAUERS - quotation additionally sent
AD SPACE LEASE AT GAS STATIONS - quotation additionally sent

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- The minimum cost of one visit is 600 UAH
- Measurements = from 600 UAH

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own production

OUTDOOR ADVERTISING

PVC label 4 mm + self-adhesive film (up to 0,15 m2)	1 pc.	UAH 400
PVC label 4 mm + self-adhesive film	m2	UAH 2,000
Acrylic pocket A4 + adhesive tape	1 pc.	UAH 220
Acrylic pocket A5 + adhesive tape	1 pc.	UAH 180
Acrylic pocket for business cards + adhesive tape	1 pc.	UAH300
Pavement sign (600*1,000 mm + tape + placement)	1 pc.	UaH 3,000
Full-color printing placement	m2	UAH 200
Graphics placement with application film	m2	UAH 350
Banner installation	m2	UAH 200
Tape (double-sided, transparent, flat, 3 mm)	l. m.	UAH 50
Transportation costs (GAZelle)	1 hr.	UAH 600
Transport 1 call (Passenger car)	1	UAH 200
Installation of a stand or a sign up to 1 m2	1 pc.	UAH 400

We make
We install
We maintain

- Signs
- Coasters
- Pointers
- Stands
- Signboards
- Banners
- Facades
- Transport
- Shop windows
- Sidewalk stoppers
- Light boxes
- Custom designs
- Volumetric elements of any complexity
- Posters installation

WE ARE 14 YEARS!

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* Different fabric and sizes, we send the entire price list upon individual request
* Prices include single color application

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ECO BAGS | OWN PRODUCTION BASE *

Size 35x41 cm
Fabric cotton 210 g, coarse calico (thin and soft material)
Color natural

Size 38x40 cm
Fabric spunbond 80 g
Colors on the photo

Size35x40 cm
Fabric raincoat, 85 g
Color grey

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OWN PRODUCTION
on tailoring and handmade

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PROMOTIONAL GIFTS AND CORPORATE CLOTHING

Badges	up to 20 pcs.*	from 20 pcs.
PVC + UV printing	UAH 149	UAH 98
PVC + engraving no fill	UAH 158	UAH 112
PVC + engraving with filling in 1 color	UAH 165	UAH 124
PVC + engraving with filling in 2 colors	UAH 169	UAH 128
Magnets	100 pcs.	500 pcs.
100*70mm	UAH 1,005	UAH 3,300
circle 50mm	UAH 815	UAH 2,375
Pens	100 pcs.	500 pcs.
single color application	UAH 2,051	UAH 9,030

* Ordering badges up to 20 pcs + UAH 60

Creating
Branding
Maintaining

- Bags
- Cloth bags
- Paper bags
- Business-card holders
- Badges
- Flash drives
- Notepads
- Calendars
- Diaries
- Pens
- Lighters
- Cups
- Air fresheners
- Chocolates
- Gingerbread cookies
- T-shirts
- Caps
- Aprons

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Data on 07.08.2022

TAXI-BUS ROUTES IN CHERKASY

Route №		Number	Type
33	Мытница - Речпорт - Кривалиевка - Центральный рынок - Фотоприбор - ЮЗР	8	Bogdan Ataman
6	Областная больница - ЧНУ - ЮЗР - Самолет - база ОПС - Автовокзал	8	Bogdan PAZ
115	с. Красная Слобода - пл. 700-летия - Химпоселок - ЮЗР - Луначарского - с. Геронимовка	8	Bogdan Ataman
114	ЖД вокзал - Центральный рынок - Фотоприбор - ЮЗР - с. Геронимовка - в/ч Оршанец	4	Bogdan Ataman
11	пл. 700-летия - Мытница - Муз. училище - ЧНУ - Сосновка - Дахновка	8	Bogdan
Пригород, №113	Новомиргород, Драбов, Хрещатик, Березняки, Мошны, Сокирно, Крутьки	10	PAZ

- Route numbers stated below are not assigned to the particular route

8	Драмтеатр - Центральный рынок - Водоканал - проспект Химиков - АЗОТ	40	PAZ
9	Химпоселок - Манеж - Центр - Ж/Д вокзал		PAZ
21	Речпорт - Мытница - Муз. училище - Центральный рынок - Кривалиевка - район Д		PAZ
26	Обл. больница - ЧНУ - Центральный рынок - ЖД вокзал - база ОПС - Автовокзал		PAZ
27	Район Д - пл. 700-летия - Центр - Ж/Д вокзал		PAZ

- Route numbers stated below are not assigned to the particular route

28	пл. 700-летия - Центр - Ж/Д вокзал - база ОПС - Автовокзал	40	Bogdan Ataman
12	Депот - Центр - Ж/Д вокзал		Bogdan
20	Мытница - Центр - Ж/Д вокзал - ЮЗР		Bogdan
25	пл. 700-летия - Центр - ЮЗР		Bogdan
31	«АЗОТ» - Химпоселок - Энгельса - Центр - ЧНУ - Сосновка - Дахновка		Bogdan
29	Мытница - Центр - 3 городская больница - ЮЗР		Bogdan

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