РА ЖИЗНЬ

ADVERTISING AGENCY

ra411.com.ua

Ukraine, Cherkassy city
Smelanskaya street, 44, #411
097 77 11 411, 063 33 78 411
ra411.com.ua, 411-ra@ukr.net

- Marketing plan
- Design
- Advertising ON buses
- Advertising IN buses
- Outdoor advertising
- Billboard rental
- Souvenir products
- Large format printing
- Interior printing
- Polygraphy
- Radio

РА ЖИЗНЬ
ADVERTISING AGENCY

Design

ORDERING RULES ARE APPLIED

STYLE, TAGLINE, LOGO	
Logo design (3 options)	1500 UAH
Digitizing of an existing logo	300 UAH
Brand book: logo, business card, form, folder, envelope, magnet, icon, schedule (+ semantic idea, fonts, corporate identity)	2500 UAH
Signboard with logo and style design	1800 UAH
Signboard (with an existing style)	500 UAH
Entrance + sign (with creating of stylistics)	3000 UAH
Entrance group + signboard (with a ready-made style)	1500 UAH
Tagline (10 pcs.)	1500 UAH

Prices 18.03.2020

Advertising on busses	250 UAH
Door sign	200 UAH
1-sided business card	200 UAH
2-sided business card	300 UAH
Calendar (100*70 mm)	300 UAH
1-sided euroflyer	300 UAH
2-sided euroflyer	400 UAH
Eurobooklet 210*100mm (2 fold_ 6 pages)	1100 UAH
Magazines, catalogs, books (1 page)	200 UAH
Billboard poster (3x6)	500 UAH
Branding of private vehicles	1500 UAH
Branding of buses	1500 UAH
Sidewalk installation 800 * 600mm (from 2 sides the same plot)	300 UAH
Single image processing	70 UAH
Videos of any complexity, price after the task	1000 UAH

ra411.com.ua (097) 77 11 411 (063) 33 78 411
Cherkassy city, Smelanskaya street 44,#411 E-mail: 411-ra@ukr.net

Prices 18.03.2020

РА ЖИЗНЬ
ADVERTISING AGENCY

ORDER SCHEME

STAGE I: DESIGN

Providing layout information

Prepayment for design 50%

3 layout options for 3 work. days

The most suitable option is being finalized

Refinement of the layout - 4 free changes (each next +50 UAH)

Approval and surcharge 50%

STAGE II: OUTLAY = MANUFACTURE

To start work, an advance payment of 70% *

* deadlines and prepayment may vary for different items

Supplement 30% on readiness

DESIGN INFORMATION:

Layout size, purpose and deadlines

Approved Text

Emphasis on Important Information

Clear guidelines
(color, style, arrangement)

RULES OF APPROVAL:

- If any of these parameters or the vision of the finished result changes, this is considered a new design and is paid as a new order.
- Design adjustments are clear indications of what is changing and how.
- After the design is approved, the **Customer is responsible for misspelling and punctuation.**
- If the order is supervised by several people, one concept and one representative are selected who will approve the layout and make adjustments
- The cost of the working with a designer at the office is 100 UAH per hour

ra411.com.ua (097) 77 11 411 (063) 33 78 411
Cherkassy city, Smelanskaya street 44,#411 E-mail: 411-ra@ukr.net

Prices 18.03.2020

РА ЖИЗНЬ
ADVERTISING AGENCY

RENT

BUSSES

Advertising on transport

Design = 1500 UAH

Preparation for printing = 500 UAH

UV printing = 2500 UAH

Installation= 2500 UAH

Rent for a month = 3000 UAH

(minimum rent - 12 months)

Dismantling = 3000 UAH

Advertising IN transport

Design = 250 UAH

Printing + lamination 1 pc. A4 = 20 UAH

Placement 1 pc. A4 = 50 UAH

All routes of Cherkasy

Numbers, quantity and routes sent additionally

BILLBOARD RENT (3*6 m)

Monthly rental price

Billboard = 3000 UAH*

Billboard in the center of the city = 4000 UAH*

(Shewchenko str., Kotovskogo str., Chreschatik str., Frynze str., Chmelnizkogo str., Blagovisna str.)

Prismatron = 4000 UAH*

*placement included for the first month price

Registration

Design = 500 UAH

Printing = 450 UAH

Placement = 450 UAH *

*Placement from 01-04 month = 550 UAH

Address placement program + photo (additionally sent)

BRANDMAUERS - commercial proposal is different (send separately)

RENT OF PLANES AT A GAS STATION - commercial proposal is different (send separately)

ra411.com.ua (097) 77 11 411 (063) 33 78 411

Cherkassy city, Smelanskaya street 44,#411 E-mail: 411-ra@ukr.net

РА ЖИЗНЬ
ADVERTISING AGENCY

Prices 18.03.2020

CONDITIONS OF COOPERATION ON ADVERTISING IN TRANSPORT

1. Design development (A4 format, horizontal) by "PA Жизнь" or customer
2. Single-sided printing with lamination (because of lamination the leaflet holds firmly and has a presentable appearance)
3. Accommodation for 7 workdays days after 100% payment *
   * when ordering up to 10 pcs. on one route, terms of placement can increase
4. The minimum period for posting leaflets is 1 month *
   * the period starts from the day the report is submitted
5. Report - bus numbers, photo report only by separate agreement
6. After the end of the placement period, leaflets are not given (they also cannot be removed, and then resume placement through time)

SAFETY OF LEAFLETS

- "PA 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 warranty expires term, "PA Жизнь" prints it at its own expense and resumes placement with prolongation for a month.
- If there is no leaflet **after** the expiration of the warranty period, "PA Жизнь" resumes its placement with a prolongation of one week; printing - at the expense of the customer.

QUANTITY OF BUS PASSENGERS PER DAY

900 + people

ra411.com.ua (097) 77 11 411 (063) 33 78 411
Cherkassy city, Smelanskaya street 44,#411 E-mail: 411-ra@ukr.net

PRINTING

Interior, large format and UV printing per m2

	Int.	large	UV
Tape "Orakal 640"	195	165	240
Tape "Orakal 641" (color)	170	-	-
Perforated tape	250	-	-
Photowall-paper (1280 mm wide)	380	-	-
Banner fabric (cast)	230	185	260
Banner fabric (laminated)	195	165	-
Perforated banner	250	-	280
Backlit 170 g/m	195	-	-
Glossy photo paper 260 g/m	255	-	-
Poster on the billboard 3*6 m	-	350	-
Lamination film	130	-	-
Canvas (1050 mm width)	560	-	-
Mounting film	180	-	-
A4 proofing	50	50	100
Sticking	20	20	20
Eyelets	5	5	5

РА ЖИЗНЬ
ADVERTISING AGENCY

Printing products (offset)

Coated paper	1000 pcs.
Business card 350 g/m (4+4) Glossy lamination 1+0	300
Business card 350 g m (4+4) mat./gloss lamination 1+1	370
Calendars 350 g/m (4+4) glossy lamination 1+0	400
Euroflyer (100*210 mm_130 g/m_4+4)	400
Eurobooklet + 2 fold (210*297 mm_130 g/m_4+4)	1520
A6 (105*148) 130 g/m 4+4	370
A5 (148*210) 130 g/m 4+4	690
A4 (210*297) 90 g/m 4+0	1190
A3 (420*594) 90 g/m 4+0	2080
Stickers (50*90) 80 g/m	350
Folders 300 g/m_4+0_mat. lam.	9600
Folders 300 g/m_4+0_mat. lam.	4110(100pc.)

Prices 18.03.2020

Digital printing

(350 g/m2, coated paper)

Business cards	1-sided	100 pc.	190 UAH
Business cards	2-sided	100 pc.	250 UAH
A4_210*297 mm	1-sided	1 pc.	20 UAH
A4 _210*297 mm	2-sided	1 pc.	30 UAH
A4_210*297 mm+ lamination	1-sided	1 pc.	20 UAH
A4_210*297 mm+ lamination	2-sided	1 pc.	30 UAH
Lamination A4	80 microns	1 pc.	10 UAH

DISCOUNT CARDS

* Surcharge

The cost of manufacturing 1 pc.				
Quantity, pcs.	100	300	500	1000
Flat number	5,8	4,60	4,10	3,20
Volume number	*72	*67	*67	*67
Foiling	*1,44	*1,26	*1,13	*1,09
Magnetic tape	*1,08	*1,05	*1,05	*1,05

ra411.com.ua (097) 77 11 411 (063) 33 78 411
Cherkassy city, Smelanskaya street 44,#411 E-mail: 411-ra@ukr.net

RADIO

Prices 18.03.2020

РА ЖИЗНЬ
ADVERTISING AGENCY

Avtoradio, Retro FM, Nashe Radio, Radio Pyatniza, Jam FM

KISS FM, Hit FM, Radio Rocs, Russkoye and Melodiya radio

Prices upon the request

ra411.com.ua (097) 77 11 411 (063) 33 78 411
Cherkassy city, Smelanskaya street 44,#411 E-mail: 411-ra@ukr.net

own production

OUTDOOR ADVERTISING

РА ЖИЗНЬ
ADVERTISING AGENCY

Prices 18.03.2020

PVC label 4mm + placement (up to 0,15m2)	1 pc.	225UAH
PVC label 4mm + placement	m2	1500UAH
Acrylic pocket A4 + adhesive tape	1 pc.	110UAH
Acrylic pocket A5 + adhesive tape	1 pc.	90UAH
Acrylic pocket for business cards + adhesive tape	1 pc.	225UAH
Pavement sign (600*1000 mm + tape + placement)	1 pc.	1500UAH
Sticking of material	m2	100UAH
Sticking with mounting film	m2	200UAH
Banner installation	m2	100UAH
Tape (2-sided, transparent, flat, 3 mm)	l. m.	20UAH
Transportation costs (Gazelle)	1 hr.	250UAH
Transport 1 call (Passenger)	1	100UAH
Installation of the stand, signs up to 1 m2	1 pc.	200UAH

We make
We install
We accompany

- Nameplates
- Coasters
- Pointers
- Stands
- Signboards
- Banners
- Facades
- Transport
- Shop windows
- Sidewalk installations
- Lightboxes
- Custom designs
- Volumetric Elements of any complexity
- Posters instalation

ra411.com.ua (097) 77 11 411 (063) 33 78 411
Cherkassy city, Smelanskaya street 44,#411 E-mail: 411-ra@ukr.net

* Different fabric and sizes, we will send the entire price list upon the individual request
* Prices are subject to application in 1 color (max. application size - A4)

Prices 18.03.2020

РА ЖИЗНЬ
ADVERTISING AGENCY

ECO BAGS | OWN PRODUCTION BASE *

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

50 pcs.	48 UAH
100 pcs.	42 UAH
250 pcs.	38 UAH
500 pcs.	32 UAH
1000 pcs.	30 UAH

Size 35x41 cm
Fabric cotton 150g, calico (thin and soft material)
Color natural

50 pcs.	68 UAH
100 pcs.	56 UAH
250 pcs.	52 UAH
500 pcs.	48 UAH
1000 pcs.	43 UAH

Size35x40 cm
Fabric cotton 240g
Colors blue, black, twill

50 pcs.	98 UAH
100 pcs.	86 UAH
250 pcs.	82 UAH
500 pcs.	78 UAH
1000 pcs.	70 UAH

ra411.com.ua (097) 77 11 411 (063) 33 78 411
Cherkassy city, Smelanskaya street 44,#411 E-mail: 411-ra@ukr.net

OWN PRODUCTION
on tailoring and handmade

РА ЖИЗНЬ
ADVERTISING AGENCY

Prices 18.03.2020

SOUVENIR PRODUCTS AND CORPORATE CLOTHING

Badges	up to 10*	from 11
PVC + UV printing	88UAH	68UAH
PVC + engraving no fill	102UAH	82UAH
PVC + engraving with filling in 1 color	116UAH	94UAH
PVC + engraving with filling in 2 colors	112UAH	98UAH
Magnets	100 pcs.	500 pcs.
100*70mm	890UAH	4050UAH
circle 50mm	480UAH	2100UAH
circle 60mm	620UAH	2850UAH
circle 68mm	750UAH	3250UAH

* To order for badges up to 10 pcs +60 UAH

Create Branding Accompany

- Bags
- Packages
- Keychains
- Bs. card holders
- Badges
- Flash drives
- Notepads
- Calendars
- Diaries
- Pens
- Lighters
- Cups
- Fragrance
- Chocolates
- Cookies
- T-shirts
- Caps
- Aprons

ra411.com.ua (097) 77 11 411 (063) 33 78 411
Cherkassy city, Smelanskaya street 44,#411 E-mail: 411-ra@ukr.net