

PROPOSED BUDGET FOR TV SPOTS			
PROPERTY	NO. OF SPOTS	COST PER SPOT	TOTAL COST
TVC	50	500,000.00	25,000,000.00
MENTIONS	50	200,000.00	10,000,000.00
FREQUENT PROPERTIES	1	12,500,000.00	12,500,000.00
INTERVIEWS	3	4,500,000.00	13,500,000.00
TOTAL			61,000,000.00

PROPOSED BUDGET FOR RADIO			
PROPERTY	NO. OF SPOTS	COST PER SPOT	TOTAL COST
RADIO JINGLE	60	200,000.00	12,000,000.00
MENTIONS	72	125,000.00	9,000,000.00
INTERVIEWS	4	3,000,000.00	12,000,000.00
TOTAL			33,000,000.00

PROPOSED BUDGET FOR SOCIAL MEDIA			
SHOW	NO. OF SPOTS	COST PER SPOT	TOTAL COST
EATV/EAR FACEBOOK	30	50,000.00	1,500,000.00
EATV/EAR TWITTER	30	20,000.00	600,000.00
EATV/EAR INSTAGRAM	30	50,000.00	1,500,000.00
WEBSITE BANNER	2	1,200,000.00	2,400,000.00
TOTAL			6,000,000.00

GRAND TOTAL			100,000,000.00
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TOTAL COST FOR PROMOTION: Actual cost: 100,000,000 Vat exclusive

We will offer 50% Discount: 50,000,000 Vat exclusive