



***NEW*** life for your business

Media kit | 2018-2019

67 000 visitors monthly

best price for promotion

Unique content

Special packages

tel 25245722

# Promotion on the website

Promo page	Price per month	Price per year
Advanced	€ 200	€ 2200
Basic	€ 100	€ 1000
Social Network	Times per month	Price
Duration 1 year	2/4	€ 490/790
Duration 6 months	2/4	€ 290/490
<b>1 Post price - 25 EUR</b>		
E Banner	Position	Price per month
Banner A (1400x85)/480*95 (mobile version)	Top	€ 550
Banner B (480x95)/480*95 (mobile version)	Right Up	€ 350
Banner C (300x380)	Right side	€ 250
Outdoor	Size (cm)	Price per month, from
Banner	any	€ 150
Video + Photo production	Price, from	Description
Advanced	€ 1000	5-6 min video with interview
Basic	€ 400	3-4 min video spot

# EXCLUSIVE PROMOTION

## Exclusive Promotion

Powerful Promotion

Basic Promotion

Budget Promotion

### 1. Promo Page

Advanced Level + Banner A/B/C

### 2. Social networks monthly posts (36 000 followers)

### 3. Video production (video with interview)

### 4. Publishing of all events on website Agenda

from €300/month

€3200/year

# Promo Page | ADVANCED

## WEB PROMOTION

Basic

**Advanced**

### BANNERS

Banner A

Banner B

Banner C

### DISCOUNT CARD

### SOCIAL NETWORKS

### VIDEO PRODUCTION

**Advanced**

€200/month

€2200/year

- Professional business profile featuring contact details, Google Map and unique text created by the team of professional copywriters with Russian and/or English translation;
- Professional Video and Photo content**
- Specialised business profile reviews and unique text created by the team of professional copywriters with Russian and/or English translation;
- 6 announcements of your events in Agenda/ Events section of our web-site during 1 year.
- Free 6 announcement of your events in Agenda**
- Comprehensive coverage of your events through our media channels;
- Monthly posts on social networks
- Discount Program of Cyprus Inform (more than 150.000 cardholders);



## WEB PROMOTION

### Basic

Advanced

## BANNERS

Banner A

Banner B

Banner C

## DISCOUNT CARD

## SOCIAL NETWORKS

## VIDEO PRODUCTION

### Basic

€100/month

€1000/year

- **Professional business profile** featuring contact details, Google Map and unique text created by the team of professional copywriters with Russian and/or English translation;
- Photo content: publication of customer provided images or arrangement of professional photo shoot by a professional photographer
- 3 announcements your events in Agenda/Events section of our web-site during 1 year.
- **Monthly posts on social networks**
- Discount Program of Cyprus Inform (more than 150 000 cardholders);





# VIDEO PRODUCTION

## WEB PROMOTION

Basic

Advanced

## BANNERS

Banner A

Banner B

Banner C

## DISCOUNT CARD

## SOCIAL NETWORKS

## VIDEO PRODUCTION

- Production of commercials for our customers;
- Promotion of videos through our social networks and Cyprus Inform web-portal;
- Shooting video reports on the businesses of our customers;
- Featuring short commercials in our existing popular reports (more than 20.000 views);
- The best quality on the island!



## WEB PROMOTION

Basic

Advanced

## BANNERS

Banner A

Banner B

Banner C

## DISCOUNT CARD

## SOCIAL NETWORKS

## VIDEO PRODUCTION

**€1500**

# VIDEO PRODUCTION №1

## Package №1 – 1500 EUR

Commercial advertising. It is a professional advertising video, that helps to attract profit.

*What is included:*

- Video report about the company;
- **Additional Video report about one event;**
- Advertising in Social Media once per month during one year.

Example of video report about the company:

<https://www.facebook.com/russianradiocyprus/videos/614738782041038/>



## WEB PROMOTION

Basic

Advanced

## BANNERS

Banner A

Banner B

Banner C

## DISCOUNT CARD

## SOCIAL NETWORKS

## VIDEO PRODUCTION

**€1200**

# VIDEO PRODUCTION №2

## Package №2 – 1000 EUR

Video business card. We will help you to make the most complete and positive image of your company. It will help to attract new customers and increase the loyalty of existing ones.

*What is included:*

- Video report about the company;
- Advertising in Social Media.

Example <https://www.facebook.com/russianradiocyprus/videos/706280119553570/>





# VIDEO PRODUCTION №3

## WEB PROMOTION

Basic

Advanced

## BANNERS

Banner A

Banner B

Banner C

## DISCOUNT CARD

## SOCIAL NETWORKS

## VIDEO PRODUCTION

€1000

### Package №3 – 700 EUR

Corporate video. It displays the image of your company, shows the principle of work, your goals and methods.

*What is included:*

- Video about the company based on the interview (CEO, Directors or Key Employees);
- Social Media posts 1 per month during half a year.

Example: <https://www.facebook.com/russianradiocyprus/videos/578496778998572/>



# VIDEO PRODUCTION №4

## WEB PROMOTION

Basic

Advanced

## BANNERS

Banner A

Banner B

Banner C

## DISCOUNT CARD

## SOCIAL NETWORKS

## VIDEO PRODUCTION

€400

### Package №4 – 400 EUR

Sponsorship of reportages about Cyprus (news, events, nature).

This is the most popular format of video, which gets big audience and views.

*What is included:*

- Logo of the company at the beginning of video (on the top of the screen) and in the end with the appreciation for support.

Example: <https://www.facebook.com/russianradiocyprus/videos/713779508803631/>



# E-BANNERS

## WEB PROMOTION

Basic

Advanced

### **BANNERS**

Banner A

Banner B

Banner C

DISCOUNT CARD

SOCIAL NETWORKS

VIDEO PRODUCTION

- 3 types of banners feature throughout the web-site (on each page);
- Changing the design of your banner every 3 months free of charge.

## BANNERS ON THE WEB-SITE:

### **Banner A**

Top of the web-site (all pages) – Constant

### **Banner B**

To the right of our logo (all pages) – In rotation (4 banners) / New banners every 3 months

### **Banner C**

To the right of the News (entire web-site)



# E-BANNERS | Banner A

## WEB PROMOTION

Basic

Advanced

## BANNERS

**Banner A**

Banner B

Banner C

DISCOUNT CARD

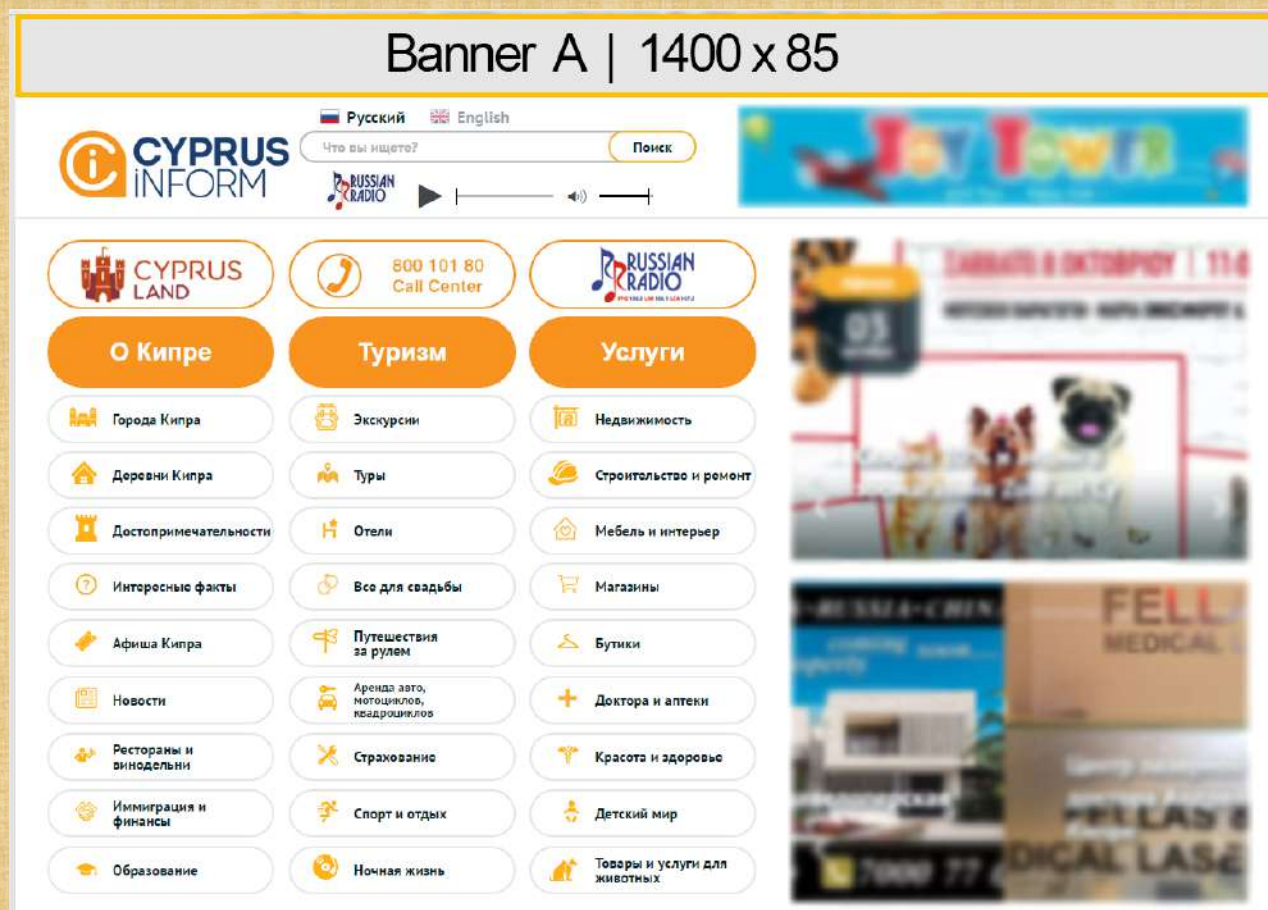
SOCIAL NETWORKS

VIDEO PRODUCTION

**€490/month**

1400 x 85 pixels

Top of the web-site (all pages) – Constant





# E-BANNERS | Banner B

## WEB PROMOTION

Basic

Advanced

## BANNERS

Banner A

**Banner B**

Banner C

DISCOUNT CARD

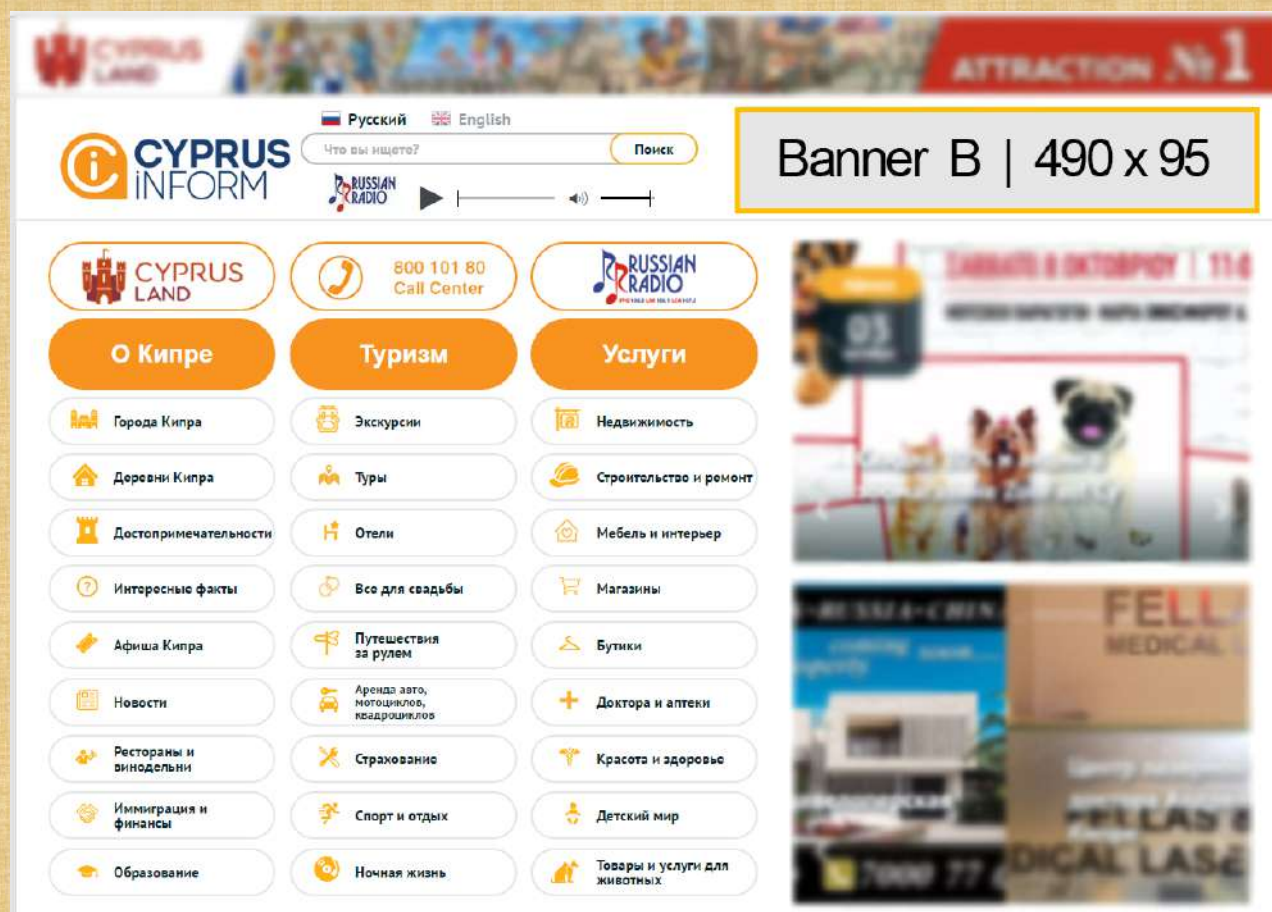
SOCIAL NETWORKS

VIDEO PRODUCTION

**€390/month**

490 x 95 pixels

To the right of our logo (all pages) – In rotation (4 banners) / New banners every 3 months



## WEB PROMOTION

Basic

Advanced

## BANNERS

Banner A

Banner B

**Banner C**

DISCOUNT CARD

SOCIAL NETWORKS


VIDEO PRODUCTION

**€290/month**

300 x 380 pixels

To the right of the News (entire web-site)


Последние обновления



26 сентября 2016

**По окрестностям Ларнаки**


Многие незаслуженно обходят стороной окрестности Ларнаки, хотя этот путь предлагает немало сокровищ. Некоторые интересуются: «Что посмотреть, отдыхая в Айя-Напе и...»



23 сентября 2016

**P. Hadjinicolaou & Co. Ltd: бухгалтерские и консультационные услуги на Кипре**


Компания P. Hadjinicolaou & Co. Ltd была основана в 1992 году на Кипре как партнерская фирма с названием Hadjinicolaou Vorkas...




23 сентября 2016

**Особенности вождения на Кипре**

Специфика левостороннего движения на Кипре. Наверное, многие знают, что движение на Кипре левостороннее – это и другие особенности накладывает определенные требования при...




Cyprus Land in Limassol



22 сентября 2016

**Свадьба и заключение брака на Кипре**


Почему стоит заключить брак на Кипре? Мечтаете о свадьбе на Кипре? Поверьте, это легко, просто и потрясающе красиво! Попробуем посчитать все...



21 сентября 2016

**Пляжи Кипра: Avdimou**

Пляж, расположенный неподалеку от деревни Avdimou, можно по праву назвать одним из лучших на Кипре. Посудите сами: мягкий золотистый песок,...



20 сентября 2016

**Ericson Laboratoire: косметическая линия Hydro Clinic**

99% женщин жалуются на повышенную сухость кожи, особенно в летний сезон, и на то, что обычные средства оказывают лишь поверхностное...

Banner C

300 x 380

## WEB PROMOTION

Basic

Advanced

## BANNERS

Banner A

Banner B

Banner C

## DISCOUNT CARD

## SOCIAL NETWORKS

## VIDEO PRODUCTION

**€25/post**

# SOCIAL NETWORKS



- **6 months 2 posts per month - €290**
- **1 year 2 posts per month - €490**
- **6 months 4 posts per month - €490**
- **1 year 4 posts per month - €790**
- **1 post – €25**

### Promotion on the following social networks:

- <https://www.facebook.com/CyprusInform/>
- <https://www.facebook.com/groups/838447682936833/>
- <https://www.youtube.com/channel/UCfNqWFWNFrBkHVPu9qv4T9Q>
- <https://www.ok.ru/cyprusinform>
- [https://www.instagram.com/cyprus\\_inform/](https://www.instagram.com/cyprus_inform/)
- <https://vk.com/cyprusinform>

# Disclaimer

- Information provided in this presentation does not constitute an offer;
- The Company can make amendments to services and prices at its absolute discretion;
- Please contact your personal manager for an updated information;
- Services and final prices according to the invoice or contract;
- Stated rates and prices do not include VAT.



# DISCOUNT CARD

## WEB PROMOTION

Basic

Advanced

## BANNERS

Banner A

Banner B

Banner C

## DISCOUNT CARD

## SOCIAL NETWORKS

## VIDEO PRODUCTION

- More than 150.000 discount card holders enjoy the benefits offered by our customers;
- Free distribution of discount cards;
- Free stickers;
- Cardholders receive e-mails with special offers of our customers
- 400 euro per listing in group of partners



Only for Cyprus Inform or  
Russian Radio customers

# ***NEW*** life for your business

***Individual Business promotion***

***Individual packages and Digital promotion  
from scratch***

***Business profiles, Web promotion, SMM, SEO  
and***

***Professional photo/video production***

**All in One**



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