



# **SUBLIME N' SUBTEXT COMMUNICATIONS**

**OFFLINE FULL SERVICE ADVERTISING AGENCY**

# **IMPORTANT NOTICE**

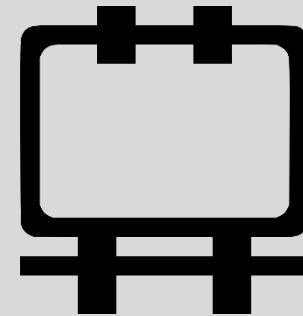
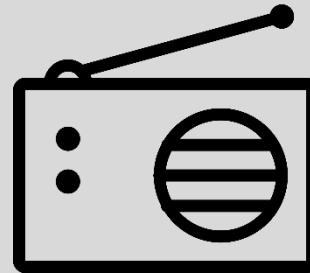
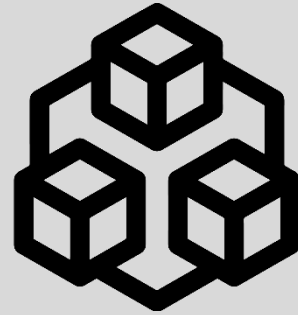
**PRICE COULD BE NEGOTIABLE, LESSER OR HIGHER  
FROM THE PROPOSED BELOW RATE CHART,  
BASED ON QUALITY & SIZE OF THE CAMPAIGN & CREATIVITY  
AND QUANTITY OF DESIGN & LAYOUT INCLUDING STRATEGY**



# RATE CHART

N.B. Rate is Valid till further update (24.01.2019)

## CONVENTIONAL – IMC CAMPAIGN & DESIGN



# CREATIVE SERVICE (CAMPAIGN/PROJECT FEE BASIS)

## PACKAGE 01 – BASIC: 90 DEGREE

- TVC Concept & Script
- RDC Script (if)
  
- BDT 1,00,000 (min.) or USD 1,200 (min.)

## PACKAGE 02 – EXTRA BASIC: 180 DEGREE

- TVC Concept & Script
- RDC Script (if)
- TVC Concept followed to Newspaper/Press Ad Designs (02)
  
- BDT 1,25,000 (min.) or USD 1,500 (min.)

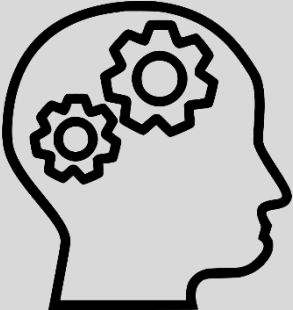
## PACKAGE 03 – MATURE: 270 DEGREE

- TVC Concept & Script
- RDC Script
- TVC Concept followed to Newspaper/Press Ad Designs (02)
- TVC Concept followed to Outdoor Designs
  
- BDT 1,75,000 (min.) or USD 2,150 (min.)

## PACKAGE 04 – SUPER MATURE: 360 DEGREE

- TVC Concept & Script
- RDC Script
- TVC Concept followed to Newspaper/Press Ad Designs (02)
- TVC Concept followed to Outdoor Designs
- TVC Concept followed to BTL Designs
- TVC Concept followed to Activation/Event Management (20)
  
- BDT 4,00,000 (min.) or USD 4,750 (min.)

LAYOUT & STRATEGY – BRAND GUIDELINE, CREATIVE DESIGN & PRINT



# CREATIVE SERVICE (ITEMIZE FEE BASIS)

## LOGO FOR ACCOUNT/BRAND

- Only LOGO Create/Design
- BDT 30,000 (min.) or USD 375 (min.)

## MULTIPLE LAYOUTS

- Any Idea of any format of Campaign including Designs (08-10 Layouts in any size for any purpose)
- BDT 50,000 (min.) or USD 600 (min.)

## BRAND BOOK/MANUAL

- Brand Architecture, Brand Guideline as a whole Brand Manual along with or without Positioning Statement
- BDT 1,50,000 (min.) or USD 1,775 (min.)

## SINGLE LAYOUT

- Any Design for any purpose (except special or year end promotion) of any collateral
- BDT 8,000 (min.) or USD 100 (min.)



# CREATIVE SERVICE (ITEMIZE FEE BASIS)

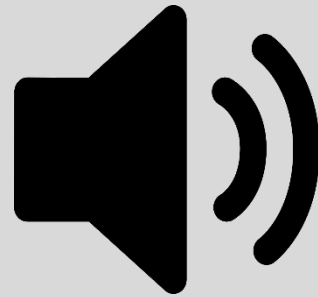
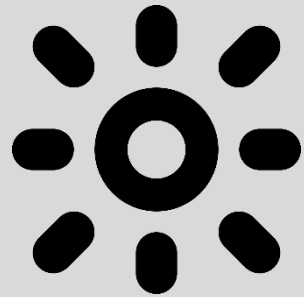
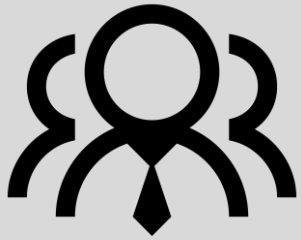
## SPECIAL/YEAR END PROMOTION

- Any Idea & Design for Special or Year End Promotion
- BDT 50,000 (min.) or USD 600 (min.)

## ANNUAL REPORT, BROCHURE & CORPORATE BOOK

- Any Idea & Design for any purpose (12 Pages min.)
- BDT 50,000 (min.) or USD 600 (min.)

## MANAGEMENT/SUPERVISION SERVICE – COMMISSION



# MANAGEMENT SERVICE (COMMISSION PAYMENT BASIS)

## ACTIVATION AND EVENT MANAGEMENT

- Any Given TIME & SPACE with Specific Numbers of People
- 15% on Total

## LOCAL/INTERNATIONAL MEDIA & PR

- Communication to Publishing
- 15% on Total

## MEDIA BUYING/PLACEMENT/MOVIE/TV SPONSORSHIP

- Brand Millage Planning & Strategy
- 10% on Total

## CELEBRITY/SPORTS ENDORSEMENT

- Brand Millage Planning & Strategy
- 10% on Total

## AV/TVC/VIDEO PRODUCTION

- Brand Millage Strategy & Production Supervision
- 15% on Total

## FILM SPONSORSHIP ENDORSEMENT

- Brand Millage Planning & Strategy
- 10% on Total

# MANAGEMENT SERVICE (COMMISSION PAYMENT BASIS)

## GUINNESS WORLD RECORD MANAGEMENT

- Communication, Record Management & Announcement
- 15% on Total

**THANK YOU**



**SUBLIME N' SUBTEXT**

**SURPRISING SCENARIO**