

## Moarefan

Consulting, information, and advertising

Date:

Number:

Attachment:

### **“Tariff of issuing authorization for advertising on radio, balloon, and television for the Islamic Republic of Iran International exhibitions”**

Row	Advertising title	Sum (Rial)
1	Authorization for film showing, gas balloon to 4 meters diameter ( outside hall)	25,000,000
2	Authorization for film showing, gas balloon from 4 meters to the most of 6 diameter ( outside hall)	35,000,000
3	Radio of exhibition ( the message text relating to interior companies)	Each word 17.000
4	Televised broadcasting of advertising teaser, next to the hall 38 at least 30 seconds and 10 times repetitions per day	20,000 (for every second)

### **Tariff of issuing authorization for environmental portables of International exhibition of Islamic Republic of Iran**

Row	Advertising title	Sum ( Rial)
1	Space banner ( special place)	4,000,000 (for every sq. m.)
2	Space banner	2,650,000 (for every sq. m.)

### **Tariff of issuing authorization for special boards on the road and bridge front of International exhibition of Islamic Republic of Iran**

Row	Advertising title	Sum (rial)
1	On a billboard at the beginning of the allocate road (20 meter) two lateral faces	264,000,000
2	On the sign board on allocate road poles (12 meters) each base two lateral sides	94,000,000
3	Lam-post banners in exhibition yard each base (1× 3) <i>four sided</i>	29,000,000
4	On the front of Chamran- Exhibition Bridge ( from any sides) 12× 3	375,000,000
5	On the front of Chamran- Exhibition Bridge ( a view from every side) 12× 3 <i>is monthly applicable</i>	1,285,000,000

- 1- The above-mentioned sum is merely for dedicating advertising space and in the case of not advertising involved from the applicant, the received sum is not repayable.
- 2- The amount of the above-mentioned tariffs become twice for the brands and the foreign companies.
- 3- The costs involved in designing are separately calculated.
- 4- The costs involved in printing, installing, and picking up for any sq. m will be 300,000 Rial.
- 5- To the above amount, the sum of 8% of benefit will add.
- 6- The above costs are for each term of an exhibition period.
- 7- The costs involved in making gas balloon include lift and gas giving **which is** separately calculated.
- 8- In a radio message, pertaining to the interior companies if the name of a company or a foreign country mentioned for any word used the sum of 34,000 should add.
- 9- The procedure of calculating radio messages is such ( the number of daily broadcasting  $\times$  the days number  $\times$  17,000 or 34,000  $\times$  the words number )
- 10- The least of the daily broadcasting of radio message is 20 times and the least of words in any radio message is 10 words.