



«The New Year's offer». Discounts for participants of competition «Megachance Universities 2012».

1. Branding "Happy New Year" site "caps", variants with animation are possible.

| Branding "Happy New Year" site "caps" | | | |
|---------------------------------------|---------------|--------------------------|--------------------------------|
| No | Site | Month and placing period | Cost, KZT for specified period |
| 1 | ENT QUICK | 15.12.2011-12.01.2012 | 100 000 |
| 2 | REFERAT QUICK | 15.12.2011-12.01.2012 | 50 000 |
| Sum | | | 150 000 |
| Discount 15% | | | 22 500 |
| Total | | | 127 500 KZT |

- «Cap» production is included into cost.

2. Placing of a New Year's banner

| Placing of a New Year's banner | | | |
|--------------------------------|---------------|--------------------------------------|--------------------------------|
| No | Site | Month and placing period 2 months | Cost, KZT for specified period |
| 1 | ENT QUICK | 01.12.2011-01.02.2012 | 80 000 |
| 2 | REFERAT QUICK | 01.12.2011-01.02.2012 | 40 000 |
| Sum | | | 120 000 |
| Discount 10% | | | 12 000 |
| Total | | | 108 000 KZT |

3. New Year's competitions with prizes

| www.entquick.net | | |
|------------------|--------------|--------------------|
| No | Competitions | Cost, KZT |
| 1 | December | 10 000 |
| 2 | January | 10 000 |
| Sum | | 20 000 |
| Total | | 102 000 KZT |

| www.referatquick.net | | |
|----------------------|--------------|-------------------|
| No | Competitions | Cost, KZT |
| 1 | December | 5 000 |
| 2 | January | 5 000 |
| Sum | | 60 000 |
| Total | | 30 000 KZT |

- Competitions can be organized in accuracy with wishes of the customer or can be offered with our managers.

| Mailing of a prize fund to users | | | |
|--|---|--|-----------|
| Number of competitions | 4 | Cost of transfer of the parcel post to 1 kg, KZT | 685 |
| | | Price of post box, KZT | from 120 |
| | | Price of packing, KZT | 180 |
| Cost of 1 (one) parcel post to 1 kg, KZT | | | 985 |
| Total for 4 (four) parcels post, KZT | | | 3 940 KZT |

- Cost of delivery of prizes is specified according to cost of services of KazPost.

- Cost is calculated taking into account that in each competition on each site there will be only 1 winner.



4. Mailing of New Year's letters of congratulations, on base of users (more than 19 500 addresses)

| № | Site | Amount | Cost of 1 (one) mailing, KZT |
|---------------------|---------------|-----------|------------------------------|
| 1 | ENT QUICK | 1 mailing | 120 000 |
| 2 | REFERAT QUICK | | |
| Sum | | | 120 000 |
| Discount 10% | | | 24 000 |
| Total | | | 96 000 KZT |

5. Branding avatars with universitie's logo

The powerful tool for fastening of corporate symbolics. Each new user which hasn't established avatar to itself will receive automatically an avatar with logo of University.

| № | Site | Period | Cost for 1 month, KZT |
|---------------------|----------------------|----------|--------------------------------|
| 1 | ENT QUICK | 2 months | 50 000 |
| 2 | REFERAT QUICK | 2 months | 25 000 |
| Sum | | | Cost for 12 months, KZT |
| 1 | ENT QUICK | 2 months | 100 000 |
| 2 | REFERAT QUICK | 2 months | 50 000 |
| Sum | | | 150 000 |
| Discount 15% | | | 22 500 |
| Total | | | 127 500 KZT |

TOTAL ESTIMATE.

| № | Site | Placing period | Cost, KZT |
|---|---------------|----------------------------|--------------------|
| Branding "Happy New Year" site "caps" | | | |
| 1 | ENT QUICK | 15.12.2011-12.01.2012 | 127 500 |
| 2 | REFERAT QUICK | | |
| Placing of a New Year's banner | | | |
| 1 | ENT QUICK | 2 months | 108 000 |
| 2 | REFERAT QUICK | | |
| New Year's competitions with prizes | | | |
| 1 | ENT QUICK | 4 competitions (2 months) | 135 940 |
| 2 | REFERAT QUICK | | |
| Mailing of New Year's letters of congratulations | | | |
| 1 | ENT QUICK | 1 mailing | 108 000 |
| 2 | REFERAT QUICK | | |
| 2 | REFERAT QUICK | | |
| Branding avatars with universitie's logo | | | |
| 1 | ENT QUICK | 12 months | 127 500 |
| 2 | REFERAT QUICK | | |
| Sum | | | 594 940 |
| Partner discount for the full offer | | | 20 % |
| TOTAL | | | 475 952 KZT |