

24.02.2016

Prot. 28

### The Assembly of Arab Union for Education

יזום פרויקטים בחינוך

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נייר מסי 580542694

22/2/2016

### Price quote

Italian Consulate  
Haifa

### Marketing schedule for March-August 2016 (6 months)

Sum	Details	(*) Quantity
₪ 4,000	Advertising on the Academic Union's website (500 shekels per month).	8 months
₪ 3,000	Participating in lectures and study fairs in the Arab community (500 shekels per event).	6
₪ 3,000	Telephone messages to 12th grade students (1 message = 1.5shekels, up to 140 characters).	2,000
₪ 3,000	Advertising on the Academic Union's facebook page with promotions (6 advertisement)	6
₪ 2,000	Image articles in leading internet sites.	4
₪ 3,000	Organizing enrollment events at the Italian consulate in Haifa or the Academic Union's office in Nazareth.	3
₪ 0	Designed fliers (front and back).	3000
₪ 0	Designing a landing page and graphics for the whole marketing plan.	
	Reports will be delivered by May 2016 and September 2016.	**
	Total (tax included)	

monthly payments

For acceptance,



*Messalov*