

कुमारी बैंक लिमिटेड

KUMARI BANK LIMITED

सबैका लागि, सधैँका लागि

(नेपाल राष्ट्र बैंकबाट "क" वर्गको ईजाजत पत्र प्राप्त संस्था)

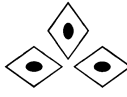
## Expression of Interest for FY 2076/77

Published in Karobar National Daily, Dated June 20, 2019.

### Creative & Design Charges

S.No.	Item/ Description	Rate (NPR)
1	Concept Designing	
<b>2</b>	<b>Print advertisement designing</b>	
2.1	Full page ad (color)	
2.2	Half Page ad (color)	
2.3	Below 200cc ad	
2.4	B/W & Notice ad	
3	Poster (any size)	
4	Certificate	
5	Seasonable Greeting cards	
6	Boards (Hoardings, Backdrop, DPS etc.)	
7	Brochure (Any fold)	
8	Leaflet (Both sided)	
9	Banners,	
10	Buntings, X-stands, Roll up stands	
11	Sticker	
12	Yearly Calendar Design (wall & Table)	
13	Writing card/ Envelope/ Debit vouchers, etc.	
14	Visiting card	
15	Letter head	
16	T-shirts, bags, caps, etc.	
17	Stall design	
<b>18</b>	<b>Corporate &amp; Brand identity</b>	
18.1	Name & logo	
18.2	Name Only	
18.3	Logo only	
18.4	Mnemonic	
<b>19</b>	<b>Production Charges</b>	
19.1	Jingle Concept & Script writing charge only	
19.2	Jingle Production (Incl. Concept, Script, jingle making)	
19.3	TVC Production	
20	Annual Report (with printing/ without printing)	
21	360 Full Campaign	
22	New Campaign, Concept development	
23	Adaptation charges & Other designs	

*Note: We have listed only few; also provide rates besides listed ones.*



कुमारी बैंक लिमिटेड

KUMARI BANK LIMITED

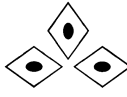
सबैका लागि, सधैँका लागि

(नेपाल राष्ट्र बैंकबाट "क" वर्गको ईजाजत पत्र प्राप्त संस्था)

### Rate for Printing Materials (Branding)

S.No.	Particulars	Rate (NPR)
1	Flex Print	
2	High quality flex print without frame (solget)	
3	Reflective flex print only, single sided	
4	Reflective flex print with framing, single sided	
5	Reflective flex print with framing both sided	
6	Reflective flex board with both side print, 1 inch heavy pipe	
7	1 inch heavy pipe/ pole	
8	flex board with changeable frame	
9	Flex print with framing (normal)	
10	High quality sol get flex print including I let hole	
11	Solget Flex print with framing (normal)	
12	Flex print with heavy pipe framing	
13	Flex print with eyelet holle	
14	One way vision sticker	
15	D.P.S. Board (flex with metal framing)	
16	Backlit glow signage (single side)	
17	Backlit glow signage (double side)	
18	Sticker glow signage (double)	
19	Glow signage board with sticker (single ) & lamination	
20	Glow signage board with print vinyl on poly (single side ) & lamination	
21	vinyl sticker print	
22	Sticker on forex sheet (2mm)	
23	Normal/ plain sticker	
24	Transparent sticker with print	
25	Vinyl print only	
26	Vinyl with forex print (Ad Media-2mm)	
27	HP vinyl sticker	
28	HP photoprint	
29	Bunting banner (2 ft * 3 ft)	
30	Cross stand with flex print	
31	New Hoarding board with flex print installation	
32	Hoarding board, pata, heavy angle/ frame, flex print, fitting, transportation all material of hoarding board	
33	Reflecting sticker	

*Note: We have listed only few; also provide rates besides listed ones.*



कुमारी बैंक लिमिटेड

KUMARI BANK LIMITED

सबैका लागि, सधैँका लागि

(नेपाल राष्ट्र बैंकबाट "क" वर्गको ईजाजत पत्र प्राप्त संस्था)

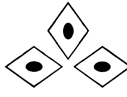
34	Wall/ Shutter paint	
35	Acrylic sheet with vinyl sticker	
36	Framing (normal)	
37	Backlit Print	
38	Brochure print	
39	Leaflet print (both sided)	

**\*\*\*Note:** We have listed only general criteria; rates for branding works besides listed ones are welcomed.

### Television Rates

S.No.	Television	Rate (NPR)
1	ABC	
2	News 24	
3	Sagarmatha Channel	
4	Himalaya	
5	Mountain	
6	TV Filmy	
7	Nepal Television	
8	Avenues	
9	Image Channel	
10	Kantipur	
11	Etc.	

**Note:** We have listed only few; also provide rates besides listed ones.



कुमारी बैंक लिमिटेड

KUMARI BANK LIMITED

सबैका लागि, सधैँका लागि

(नेपाल राष्ट्र बैंकबाट "क" वर्गको ईजाजत पत्र प्राप्त संस्था)

### National Daily Newspaper Rates

S.No.	National Dailies	Rates (NPR)
1	Kantipur	
2	Kathmandu Post	
3	Nagarik	
4	The Himalayan Times	
5	Annapurna Post	
6	Rajdhani	
7	Karobar	
8	Naya Patrika	
9	Arthik Abhiyan	
10	Gorkhapatra	
11	Aarthik Dainik	
12	Nepali Himalaya Times	
13	The Rising Nepal	
14	Republica	
15	Etc.	

### Radio Spots & Jingles related costs

S.No.	Radio spots & jingles	Rates (NPR)
1	Concept/ Original Script Development	
2	Adaptation/ concept development	
3	Music Development charge	
4	Studio charge	
5	Recording & mixing charge	
6	Voiceover per person (avg)	
7	Agency manpower involvement cost	
8	(related other charges, if any)	
	Etc.	

*Note: We have listed only few; also provide rates besides listed ones.*