

Price specification, form 6-4.2

[ This table shall be filled in by the tenderer in the columns 5, 6, 7, 8, and by the contracting authority - in the columns 1, 2, 3, 4, 9, 10]

Auction number ocids-b3wdpl-MD-1586266294907

Auction name: Promotional services on Social Media channels related to the country brand Wine of Moldova for 2020 events in Poland

| CPV Code                                                                                 | List of the goods/services      | Unit of measurement | Amount    | Unit price (VAT free) | Unit price (VAT included) | The sum VAT free | The sum VAT included | Delivery / performance date                     |  |
|------------------------------------------------------------------------------------------|---------------------------------|---------------------|-----------|-----------------------|---------------------------|------------------|----------------------|-------------------------------------------------|--|
| 1                                                                                        | 2                               | 3                   | 4         | 5                     | 6                         | 7=4*5            | 8=4*6                | 9                                               |  |
| LOT II. Communication and PR services for Summer Event „Moldovan Culture Days in Poland” |                                 |                     |           |                       |                           |                  |                      |                                                 |  |
| 2.1                                                                                      | Facebook                        | Impressions         | 1 500 000 | 0,002269 euro         | 0,002269 euro             | 3404,6496 euro   | 3404,6496 euro       | According to the technical specification (F4.1) |  |
| 2.2                                                                                      | YouTube                         | Completed Views     | 1         | 8539,536 euro         | 8539,536 euro             | 8539,536 euro    | 8539,536 euro        |                                                 |  |
| 2.3                                                                                      | Google                          | Clicks              | 20 000    | 0,14958 euro          | 0,14958 euro              | 2991,6288 euro   | 2991,6288 euro       |                                                 |  |
| 2.4                                                                                      | Programmatic                    | Clicks              | 20 000    | 0,15627 euro          | 0,15627 euro              | 3125,5776 euro   | 3125,5776 euro       |                                                 |  |
| 2.5                                                                                      | Look a-like                     | clicks              | 20 000    | 0,16967 euro          | 0,16967 euro              | 3393,4848 euro   | 3393,4848 euro       |                                                 |  |
| 2.6                                                                                      | Radio - spot campaign           | units               | 100       | 44,65113 euro         | 44,65113 euro             | 4465,1136 euro   | 4465,1136 euro       |                                                 |  |
| 2.7                                                                                      | e.g. ticket service cooperation | Impressions         | 35 000    | 0,089302 euro         | 0,089302 euro             | 3125,5776 euro   | 3125,5776 euro       |                                                 |  |
| 2.8                                                                                      | Video production                | unit                | 2         | 669,768 euro          | 669,768 euro              | 1339,536 euro    | 1339,536 euro        |                                                 |  |
| 2.9                                                                                      | Photo service                   | session             | 1         | 446,5152              | 446,5152                  | 446,5152         | 446,5152 euro        |                                                 |  |

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