

INVESTMENT REQUEST LETTER

Who are we?

We are the News Portal established on October the 1st, 2019. The portal is bilingual, English and Bosnian. We transmit news from the Balkan Region as well as from all over the world. We transmit only verified and latest news. Our editorial policy is based on independent and impartial journalism. Our main goal is to deliver the most important, current and most useful news to our global audience. The portal is edited and managed by: Editor-in-Chief Aziza Smailovic and Manager and Marketing Director Dejan Marinkovic. We are both the Freelancers. In ten months of existence, we have gained an enviable number of readers from all over the world.

Our vision and mission

Awaken the awareness of readers and create critical thinking of readers. Through articles from science, technology, culture, politics, economics, etc., educate readers and help them to easily learn about new events around the world and recognize new trends, globally.

Our strategic plan for the future

Our first goal is to open a company, hire staff, rent more business space, procure the necessary technical equipment for work, increase the quality and quantity of delivered articles. In addition to English and Bosnian, we plan implementation Spanish and Arabic.

What do we ask of you?

Be our Investor!

What the Investor will have got from us?

Strategic partnership and 50% profit in a period of 5 years.

The Budget

The preparation of the budget is on an annual level, Calculation is in EUR.			
Operative	Number of Units		Total Cost
Company registration	1		4.000,00
Total Operative Costs			4.000,00
Personnel	Number of Units	Number of months	Total Cost
Salaries: (include full-time and part-time folks that will work in the company)	12	12	244.800,00



Fringe Benefits	12	12	4.896,00
Total Personnel Costs			249,696,00
Facility Expenses	Number of Units	Number of months	Total Cost
office space (rent)	1	12	12.000,00
utilities	2	12	6.000,00
maintenance (cleaning)	1	12	1.200,00
Internet connection (office)	1	12	600,00
Total Facility Expenses			19.800,00
Supplies	Number of months		Total Cost
Various office supplies	12		1.800,00
various printed material	12		2.400,00
Various software	12		3.000,00
Total Supplies Expenses			7.200,00
Equipment	Number of Units		Total Cost
desktop computers	2		3.400,00
laptop computers	12		21.600,00
printer	2		1.000,00
scanner	2		1.000,00
chairs	12		6.000,00
tables	12		7.500,00
digital camera	5		5.000,00
microphone	5		4.250,00



TV	1		2.800,00
Video projector	1		3.800,00
Smart phone	12		22.800,00
Total Equipment Costs			79.150,00
Marketing and PR activities	Number of months		Total Cost
Various marketing activities (digital marketing tools, classic marketing tools, marketing mix)	12		18.000,00
Various PR activities (internal and external)	12		9.000,00
Total Marketing and PR Costs			27.000,00
Communications	Number of months		Total Cost
telephone	12		2.400,00
long distance	12		3.700,00
cellular phones	12		4.200,00
postage	12		1.800,00
Internet (cell phones)	12		3.600,00
Total Communications Costs			15.700,00
Travel	Number of months		Total Cost
local travel (field trips, for personnel to attend training or conferences, food, and hotels)	12		24.000,00
Out of state travel (field trips, for personnel to attend training or conferences, food, and hotels)	12		36.000,00



Total Travel Costs			60.000,00
Other Expenses	Number of months		Total Cost
Equipment maintenance costs	12		2.400,00
Other contingencies	12		6.000,00
Total Other Expenses			8.400,00
Total Non-Personnel Expenses			
Total Personnel Expenses			249.696,00
			212.850,00
Total Project Costs/Total Request			470.946,00
Return on investment, potential income, in one year.	Number of Units	Number of months	Total Income
Advertisers	15	12	360.000,00
Donors	10	12	360.000,00
General Sponsor	1	12	60.000,00
Total Income			780.000,00
Revenue			780.000,00
Expenses			470.946,00
Balance (Profit)			309.054,00



Method of selecting the General Sponsor

The General Sponsor will be the company which offers the largest amount of sponsorship. The minimum sponsorship limit is 60.000,00 EUR. The competition lasts until the 17th of December 2020. and by that date we are accepting all applications. On the 1st of January 2021. we will announce the name of our General Sponsor.

What the General Sponsor will have got from us?

The General Sponsor will have got the best prominent place on the Portal. Banner on the Top of the Portal and also the banner on the Portal footer with General Sponsor introducing text and a *"Thank you note to the General Sponsor!"* Mentioned will be displayed for a one year.

IMPORTANT NOTICE:

If you are not interested, you are not able to be our **General Sponsor**, you could be our **donor** or to **advertise** on our portal for a very favorable price.

Further description and more details, see below!

Technical and operational information

Brief description of publishing and sharing articles

All published articles are shared on our social networks. Facebook (accounts, pages, groups), LinkedIn (accounts, page), Twitter (accounts), Instagram (account) VK (account), Xing (account), Pinterest (account), Google Business (account). Each article is seen by approximately 100,000 followers a day.

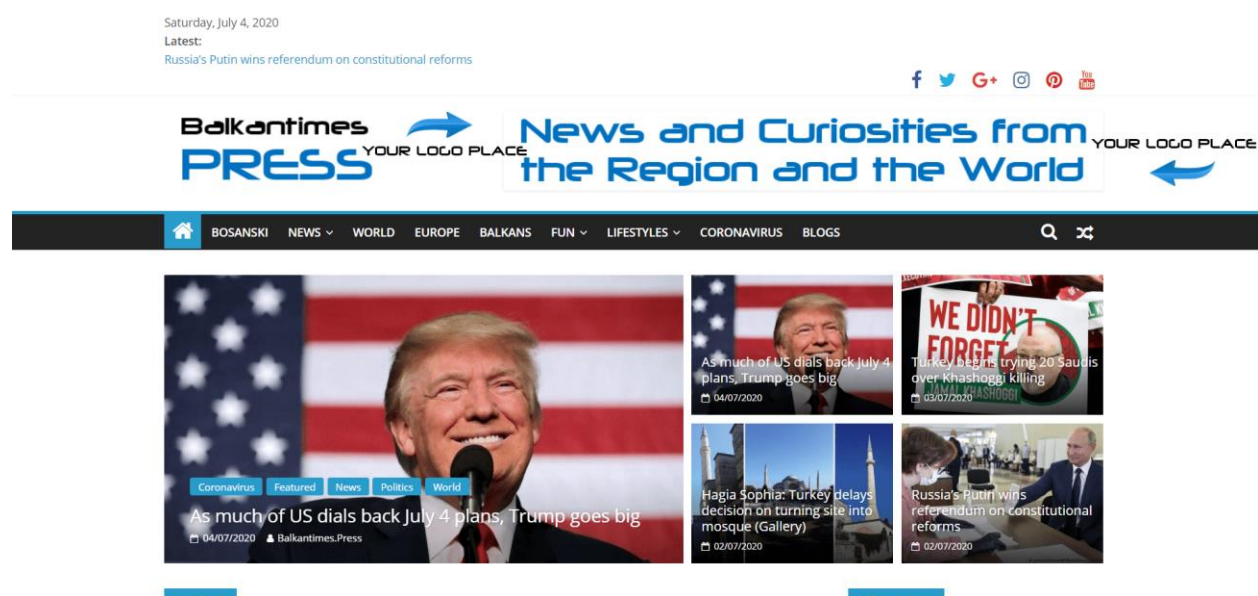
General Sponsor Package

The General Sponsor will have got the best prominent place on the Portal. Banner on the Top of the Portal and also the banner on the Portal footer with General Sponsor introducing text and a *"Thank you note to the General Sponsor!"* Mentioned will be displayed for a one year. Example showed on the pictures below. By clicking on the pictures, the links will take you to our Portal! **We accept bids until December the 17th.** **Whoever makes the highest bid will be our General Sponsor.**



The English version of the Portal:

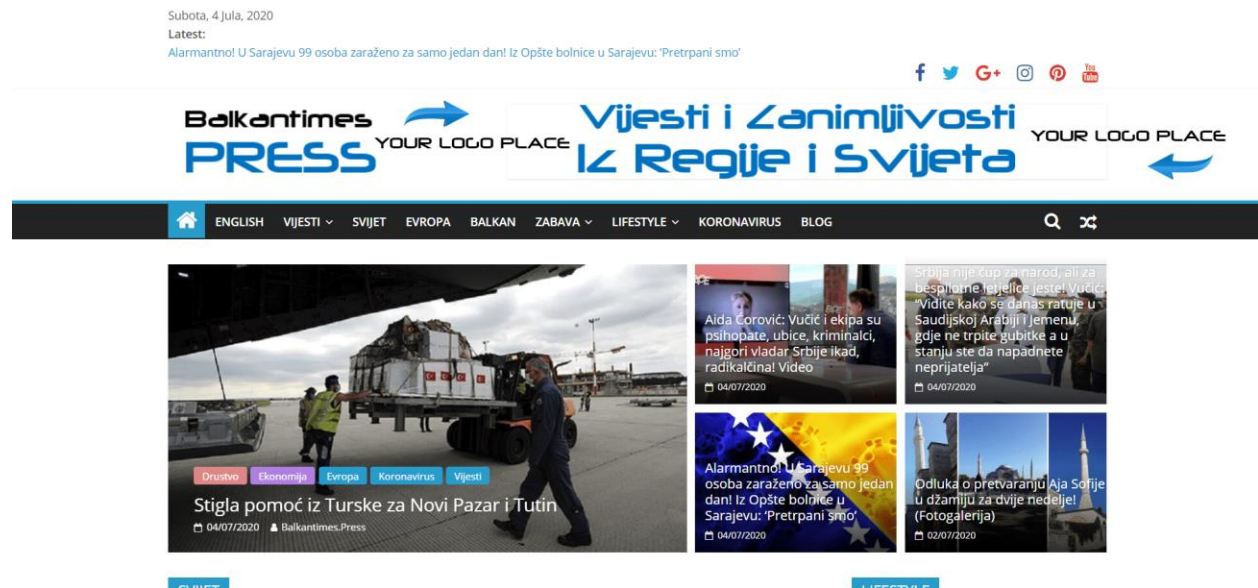
Top of the Portal



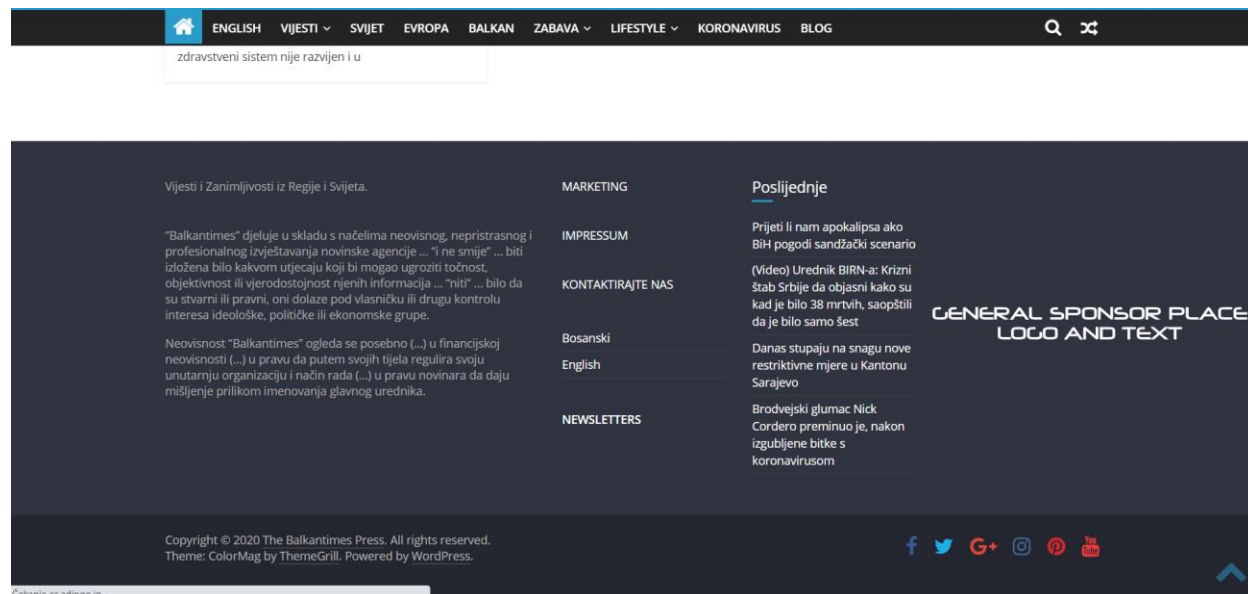
News and Curiosities from the Region and the World

The Bosnian version of the Portal:

Top of the Portal



The Portal Footer



Dear General Sponsor,
I am here at your disposal for any additional information.

Contact information:
"The Balkantimes Press"
Dejan Marinkovic, Manager and Marketing director
email addresses: info@balkantimes.press
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Whats app / Viber / IMO / Skype / Cell:
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"The Balkantimes Press"

Dejan Marinkovic

Manager & Marketing director

"The Balkantimes Press," Novopazarska 65, 71000, Sarajevo, Bosnia and Herzegovina

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E: balkantimes.press@gmail.com & info@balkantimes.press

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The Donor Package

Banner above of each article and on the Portal homepage. "Thank you note to the Donor!" on the Portal homepage, separate text below the banner. The time of staying on the Portal depends of the amount of the donation. Example showed on the pictures below. By clicking on the pictures the links will take you to our Portal! Price is 3.000,00 EUR/Month.

The Banner on the Portal Homepage

The screenshot shows the homepage of the Balkantimes Press website. The top navigation bar includes links for BOSANSKI, NEWS, WORLD, EUROPE, BALKANS, FUN, LIFESTYLES, CORONAVIRUS, and BLOGS. A search icon is also present. The main content area features a news article titled "July 4th weekend will act like rocket fuel for the nation's surging coronavirus outbreak." The article text discusses the impact of the coronavirus pandemic in the U.S. and worldwide. To the right of the article is a sidebar with several elements: a small advertisement for Sparkcentral, a section titled "AD - Health Coaching" with a green banner that says "ALL IN GOOD LIME" and "Integrative Nutrition Health Coach", and a "Categories" section with a dropdown menu labeled "Select Category". A blue arrow points to the "YOUR LOGO PLACE" text next to the health coaching banner.



News and Curiosities from
the Region and the World

The Banner on the Top of Article

Monday, July 6, 2020 Latest: Health Authorities Aim to Build Alternative to COVID-19 Nationalism

f t G+ i p y

Balkantimes PRESS

News and Curiosities from the Region and the World

BOSANSKI NEWS WORLD EUROPE BALKANS FUN LIFESTYLES CORONAVIRUS BLOGS

YOUR LOGO PLACE

Sparkcentral is named in the
Gartner
2020 Market Guide for
Digital Customer Service
and Support Technologies
DON'T MISS THIS REPORT

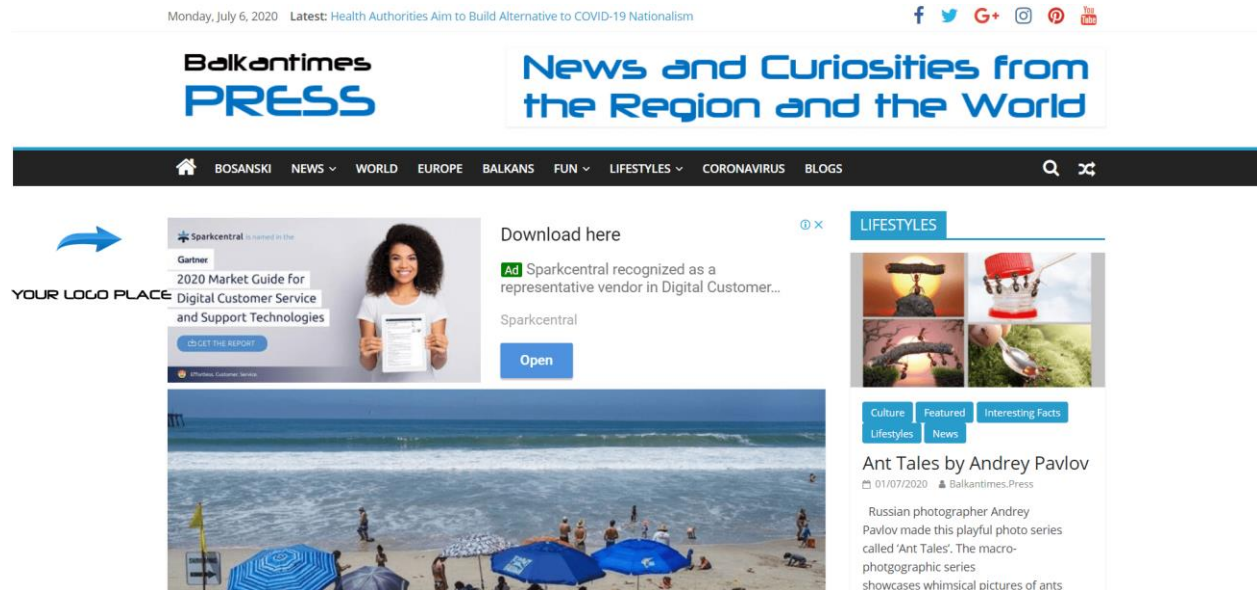
Download here
Ad Sparkcentral recognized as a
representative vendor in Digital Customer...
Sparkcentral
Open

LIFESTYLES

Culture Featured Interesting Facts
Lifestyles News

Ant Tales by Andrey Pavlov
01/07/2020 Balkantimes.Press

Russian photographer Andrey Pavlov made this playful photo series called 'Ant Tales'. The macro-photographic series showcases whimsical pictures of ants



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"The Balkantimes Press"

Dejan Marinkovic

Manager & Marketing director

"The Balkantimes Press," Novopazarska 65, 71000, Sarajevo, Bosnia and Herzegovina

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Advertiser Package

Banner in the middle of each article and on the Portal homepage. The amount needed for advertising on the Portal depends of duration of advertising campaign. Example showed on the pictures below. By clicking on the pictures the links will take you to our Portal! Price is 2000,00 EUR/Month.

The Banner on the Portal Homepage

The screenshot shows the homepage of Balkantimes Press. The main article is titled "July 4th weekend will act like rocket fuel for the nation's surging coronavirus outbreak." The article text discusses the impact of the coronavirus pandemic in the U.S. and globally. On the right sidebar, there are several advertisements: a "Download here" ad for Sparkcentral, an "AD - Health Coaching" banner with the text "ALL IN GOOD LIME" and "Integrative Nutrition Health Coach", and a "Categories" section with a "Select Category" dropdown menu. A blue arrow points to the "AD - Health Coaching" banner, and a blue arrow points to the "Categories" section.



News and Curiosities from
the Region and the World

The Banner in the middle of Article

The screenshot shows a web page from Balkantimes Press. The main article is titled "US holiday fuels worries about skyrocketing virus cases" and is dated 05/07/2020. Below the article text, there is a banner for Sparkcentral. The banner includes the text "Download here", "Ad Sparkcentral recognized as a representative vendor in Digital Customer Service by Gartner", and a button labeled "Open". To the left of the banner, there is a placeholder for a logo with the text "YOUR LOGO PLACE". To the right of the banner, there is a sidebar with various articles and a section titled "AD - Health Coaching".

Dear Advertiser,
I am here at your disposal for any additional information.

Contact information:
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Dear Investors, General Sponsor, Donors and Advertisers, Welcome to our "Balkantimes Press" global family!

Looking forward to hearing from you soon.

Best Regards,
"The Balkantimes Press"
Dejan Marinkovic, Manager and Marketing director

