

**“The Hark Ink Sponsored Post Packages”**  
**July 2021- July 22**

## Start-up Packages (Profit Scale 0 to 5, 00,000/Annum) (Cost Per Month)

INCLUSIONS	CATEGORIES			
	PLUS	PREMIUM	ULTRA	ULTIMATE
	INR 500	INR 1,500	INR 3,000	INR 5,000
<b>Post Category</b>	▸ 1 Quote	▸ 1 Quote ▸ 1 Podcast	▸ 1 Quote ▸ 1 Podcast ▸ 1 News Post	▸ 1 Quote ▸ 1 Podcast ▸ 1 Branded Post
<b>Brand Name Mention</b>	✓	✓	✓	✓
<b>Social Media Handles Mention</b>	✓	✓	✓	✓
<b>Website Mention</b>	✓	✓	✓	✓
<b>Logo</b>	✓	✓	✓	✓
<b>Branded Content on Blog</b>		100 Words	150 Words	150 Words
<b>Branded Product Review</b>				100 Words
<b>Influencer Product Review Video</b>				✓
<b>Immortal Soldier Tribute</b>				✓

## Discounted Packages (Cost Per Month)

INCLUSIONS	CATEGORIES			
	PLUS	PREMIUM	ULTRA	ULTIMATE
	INR 500	INR 1,500	INR 3,000	INR 5,000
<b>Post Category</b>	▸ 1 Quote	▸ 1 Quote ▸ 1 Podcast	▸ 1 Quote ▸ 1 Podcast ▸ 1 News Post	▸ 1 Quote ▸ 1 Podcast ▸ 1 Branded Post
<b>3 Months</b>	INR 1,000 (Save 500)	INR 4000 (Save 500)	INR 16,000 (Save 2,000)	INR 12,000 (Save 3,000)
<b>6Months</b>	INR 2,000 (Save 1,000)	INR 7500 (Save 1,500)	INR 2,000 (Save 1,000)	INR 25,000 (Save 5,000)
<b>9 Months</b>	INR 3,000 (Save 1,500)	INR 11,000 (Save 2,500)	INR 25,000 ( Save 3,000)	INR 38,000 (Save 7,000)
<b>12 Months</b>	INR 4,000 (Save 2,000)	INR 15,000 (Save 3,000)	INR 30,000 (Save 6,000)	INR 50,000 (Save 10,000)

# Small Scale Organization

(Profit Scale -5, 00,000 to 25, 00,000/Annum)  
(Cost Per Month)

INCLUSIONS	CATEGORIES			
	PLUS	PREMIUM	ULTRA	ULTIMATE
	INR 1,500	INR 3,000	INR 5,000	INR 7,000
<b>Post Category</b>	▸ 3 Quote	▸ 2 Quote ▸ 1 Podcast	▸ 3 Quote ▸ 1 Podcast ▸ 1 News Post	▸ 4 Quote ▸ 2 Podcast ▸ 1 Branded Post
<b>Brand Name Mention</b>	✓	✓	✓	✓
<b>Social Media Handles Mention</b>	✓	✓	✓	✓
<b>Website Mention</b>	✓	✓	✓	✓
<b>Logo</b>		✓	✓	✓
<b>Branded Content on Blog</b>		100 Words	150 Words	150 Words
<b>Branded Product Review</b>				100 Words
<b>Influencer Product Review Video</b>				✓
<b>Banner Ad</b>				✓
<b>Immortal Soldier Tribute</b>				✓

## Discounted Packages

(Cost Per Month)

INCLUSIONS	CATEGORIES			
	PLUS	PREMIUM	ULTRA	ULTIMATE
	INR 1,500	INR 3,000	INR 5,000	INR 7,000
<b>Post Category</b>	▸ 3 Quote	▸ 2 Quote ▸ 1 Podcast	▸ 3 Quote ▸ 1 Podcast 1 News Post	▸ 5 Quote ▸ 2 Podcast 1 Branded Post
<b>3 Months</b>	INR 4,000 (Save 500)	INR 8,500 (Save 500)	INR 12,000 (Save 3,000)	INR 18,000 (Save 3,000)
<b>6Months</b>	INR 7,500 (Save 1,500)	INR 16,000 (Save 2,000)	INR 25,000 (Save 5,000)	INR 38,000 (Save 4,000)
<b>9 Months</b>	INR 11,000 (Save 2,500)	INR 25,000 (Save 3,00)	INR 38,000 ( Save 7,000)	INR 55,000 (Save 8,000)
<b>12 Months</b>	INR 15,000 (Save 3,000)	INR 30,000 (Save 6,000)	INR 50,000 (Save 10,000)	INR 74,000 (Save 10,000)

# Mid-Scale Organization

(Profit Scale -25, 00,000 to 1 Cr/Annum)  
(Cost Per Month)

INCLUSIONS	CATEGORIES			
	PLUS	PREMIUM	ULTRA	ULTIMATE
	INR 5,000	INR 7,000	INR 9,000	INR 12,000
<b>Post Category</b>	▸ 4 Quote	▸ 3 Quote ▸ 1 Podcast	▸ 4 Quote ▸ 1 Podcast ▸ 1 News Post	▸ 5 Quote ▸ 2 Podcast ▸ 1 Branded Post
<b>Brand Name Mention</b>	✓	✓	✓	✓
<b>Social Media Handles Mention</b>	✓	✓	✓	✓
<b>Website Mention</b>	✓	✓	✓	✓
<b>Logo</b>		✓	✓	✓
<b>Branded Content (THI)</b>		100 Words	150 Words	150 Words
<b>Branded Product Review</b>			50 Words	100 Words
<b>Influencer Product Review Video</b>			✓	✓
<b>Banner Ad</b>				✓
<b>Immortal Soldier Tribute</b>				✓

## Discounted Packages

(Cost Per Month)

INCLUSIONS	CATEGORIES			
	PLUS	PREMIUM	ULTRA	ULTIMATE
	INR 5,000	INR 7,000	INR 9,000	INR 12,000
<b>Post Category</b>	▸ 4 Quote	▸ 3 Quote ▸ 1 Podcast	▸ 4 Quote ▸ 1 Podcast ▸ 1 News Post	▸ 5 Quote ▸ 2 Podcast ▸ 1 Branded Post
<b>3 Months</b>	INR 4,000 (Save 500)	INR 18,000 (Save 3,000)	INR 25,000 (Save 2,000)	INR 18,000 (Save 3,000)
<b>6Months</b>	INR 7,500 (Save 1,500)	INR 38,000 (Save 4,000)	INR 50,000 (Save 4,000)	INR 38,000 (Save 4,000)
<b>9 Months</b>	INR 11,000 (Save 2,500)	INR 55,000 (Save 8,000)	INR 75,000 ( Save 6,000)	INR 55,000 (Save 8,000)
<b>12 Months</b>	INR 15,000 (Save 3,000)	INR 74,000 (Save 10,000)	INR 95,000 (Save 13,000)	INR 74,000 (Save 10,000)

## Large Organization (Profit Scale -Above 1 Cr. /Annum) (Cost Per Month)

INCLUSIONS	CATEGORIES			
	PLUS	PREMIUM	ULTRA	ULTIMATE
	INR 10,000	INR 15,000	INR 20,000	INR 25,000
<b>Post Category</b>	▸ 10 Quote	▸ 8 Quote ▸ 1 Podcast	▸ 10 Quote ▸ 1 Podcast ▸ 1 News Post	▸ 15 Quote ▸ 3 Podcast ▸ 1 Branded Post
<b>Brand Name Mention</b>	✓	✓	✓	✓
<b>Social Media Handles Mention</b>	✓	✓	✓	✓
<b>Website Mention</b>	✓	✓	✓	✓
<b>Logo</b>		✓	✓	✓
<b>Branded Content (THI)</b>		100 Words	150 Words	150 Words
<b>Branded Product Review</b>			50 Words	100 Words
<b>Banner Ad</b>			✓	✓
<b>Influencer Product Review Video</b>				✓
<b>Tribute to an Immortal Soldier</b>				✓

## Discounted Packages (Cost Per Month)

INCLUSIONS	CATEGORIES			
	PLUS	PREMIUM	ULTRA	ULTIMATE
	INR 10,000	INR 15,000	INR 20,000	INR 25,000
<b>Post Category</b>	▸ 10 Quote	▸ 8 Quote ▸ 1 Podcast	▸ 10 Quote ▸ 1 Podcast 1 News Post	▸ 15 Quote ▸ 3 Podcast 1 Branded Post
<b>3 Months</b>	INR 25,000 (Save 5,000)	INR 40,000 (Save 5,000)	INR 55,000 (Save 5,000)	INR 70,000 (Save 5,000)
<b>6Months</b>	INR 50,000 (Save 10,000)	INR 80,000 (Save 10,000)	INR 1,10,000 (Save 10,000)	INR 1,35,000 (Save 15,000)
<b>9 Months</b>	INR 75,000 (Save 15,000)	INR 1,25,000 (Save 10,000)	INR 1,65,000 ( Save 15,000)	INR 2,00,000 (Save 25,000)
<b>12 Months</b>	INR 1,00,000 (Save 20,000)	INR 1,60,000 (Save 20,000)	INR 2,10,000 (Save 30,000)	INR 2,50,000 (Save 50,000)

# Beneficiaries

Brand Opting For  
Sponsored Post

Artists  
Community

Writers  
Community

Immortal  
Soldiers'  
Family

Start-up  
Ecosystem  
Community

Poets  
Community

Podcast  
Community

Charitable Organizations

Influencers Community

