

Budget of a campaign promoting services from SK-NIC

Before you start filling out the questionnaire:

- fill in all data,
- if something needs to be described, please explain it in as much detail as possible.

Informative relevant data:

- the refundable duration of one campaign is a maximum of 30 calendar days,
- during the duration of the campaign, it is not possible to refund another campaign of the given registrar,
- the registrar can have a maximum of 3 campaigns refunded during the calendar year.

Identification of the campaign

Registrar ID

Name of the registrar
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Campaign name

Date of the campaign from to

Note: The first and the last day when the campaign run.

Brief description of the campaign

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Campaign type A B C

Note:

- (A. campaign only for the .sk and/or org.sk - refund up to 100% of the refundable amount,
B. campaign for the .sk and/or org.sk domains in connection with another gTLD domain - refund up to 75% of the refundable amount,
C. campaign for the .sk and/or org.sk domains in connection with another ccTLD domain - refund up to 50% of the refundable amount.)

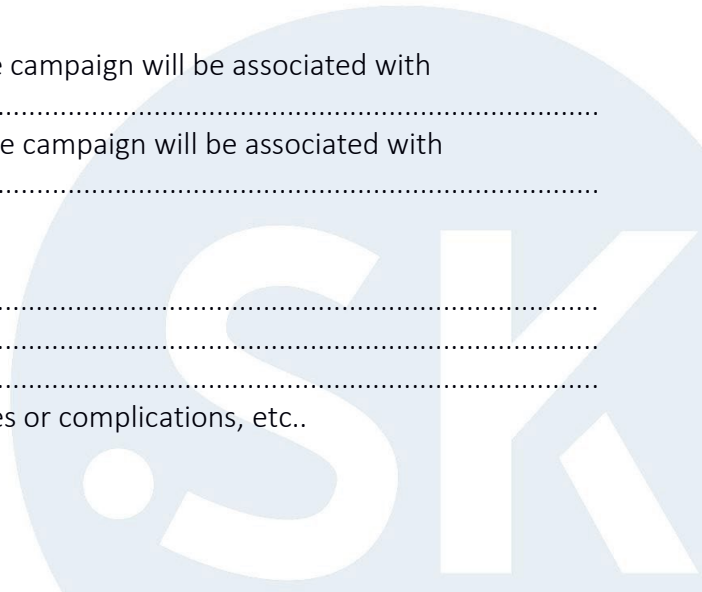
- in case of type B campaign, specify all gTLDs the campaign will be associated with
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- in case of type C campaign, specify all ccTLDs the campaign will be associated with
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Brief evaluation of the campaign

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Note: describe the course of the campaign, any successes or complications, etc..



Brief evaluation of the campaign objectives

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Note: describe the individual goals and the degree of their fulfillment.

Campaign costs (in EUR)

Note: In case of several documents related to one item, write their identification in the same line and separate them with comma.

Campaign costs in EUR	Amount in EUR*	Note (ticket or invoice Nr.)
creative idea
content creation (text/graphics/video/sound)
printed advertisement (printed media such as magazines, flyers, PR articles, newspapers, etc.)
promotion / communication through television
promotion / communication via radio
Online advertisement (per channel):		
Facebook
Instagram
Youtube
Google
through other websites (not belonging to the registrar)
Strossle
other online advertisement
Other costs		
other advertisement not mentioned above
personnel costs of the campaign (indicate the type of personnel costs - for example: programmer XY EUR, marketer XY EUR)*
other campaign costs (for example, travel costs, etc.)*

* State the costs in the amount in which you paid them, i.e. if you paid them without VAT, fill them without VAT. In case of possible ambiguity, provide a note with the relevant document.

Contact person for the campaign budget (name and surname)

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Note: Name the person who manages or is responsible for the campaign and is relevant to answer any questions about the campaign, it could be also an accountant, if he can respond to relevant questions.

Contact e-mail
 Contact phone

