

Package Placements

Package	Terms	Benefits
QazDuo (“Baq + El”)	Publish material on Baq.kz at the listed rate + on El.kz at a 50% discount	Double reach: Baq.kz’s news audience + El.kz’s mass audience. Budget savings and stronger brand visibility.
“QazTrio” (Cultural Code)	Publish material on El.kz or Baq.kz at the listed rate + complimentary placement on Adebiportal.kz / E-History.kz	Reach three audiences: mass-market, cultural, and academic. Associate the brand with culture, history, and national identity.
“QazMedia”	YouTube podcast (filming, editing, and publication) Text interview (5 photos) on Baq.kz or El.kz / News feed publication (up to 5,000 characters, 5 photos) Social media promotion Service price: 1,500,000	360 degree multimedia reach*
“QazPremium”	Documentary film (up to 40 minutes) YouTube Podcast Photo report (up to 12 photos) Interview on the homepage of Baq.kz or El.kz Social media promotion Banner advertising (3 weeks) Service price: 4,500,000	Brand image package

Volume discount	
KZT, incl. VAT	%
from 500,000 to 1,500,000	10%
from 1,500,000 to 3,000,000	15%
from 3,000,000 to 5,000,000	20%
from 5,000,000 to 10,000,000	25%
Discount for advertising agencies	10%