



*The*

**BLACKLEAF**

*Playbook*

# Full-Service Marketing Solutions

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**Creative & Branding**  
**Social Media Packages**  
**Printing Services**  
**Digital Billboard / Site Advertising**



# Creative and Branding

- **Logo Design** - from €200
- **Brand Kit** - Logo, fonts, color palette, visual style guide - from €400
- **Social Media Templates** - €200 for 5 branded templates
- **Business Cards, Flyers, Menus** - from €50/design
- **Photography & Reels** - Custom pricing available



# Social Media Packages

## **Starter** - €250/month

- 2 posts/week (Facebook & Instagram)
- Custom graphics & captions
- Content calendar + 1 revision/post
- Monthly reporting

## **Add ons:**

- Ad management: +€100/month
- Extra posts: +€40/post



# Social Media Packages

## **Growth** - €400/month

- 4 posts/week (Facebook & Instagram)
- Custom graphics & captions
- Story Content
- Basic Ad Management
- Monthly Strategy Call
- Extra posts: +€40/post



# Printing Services

- **Business Cards** - from €50 per 100
- **Flyers (A5)** - from €100 per 500
- **Menus / Brochures** - from €100 per 50
- **Local Delivery or pickup in Malta**
- **Large Format Printing** - Custom Pricing Available

\*all prices are excluding of VAT



# Digital Billboard and Site Advertising

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Promote your business offline with high-visibility digital screens & placements across Malta.

## ***Advertising Locations Available:***

- Sliema / Tigne - *Construction Site Ad Spaces*
- Lija Roundabout - *Construction Site Ad Spaces*
- Paceville - *Digital Billboard*
- Paceville - *55" LED Screen*
- Regional Road - *Digital Billboard*



# Lija Roundabout

## SHOWCASE YOUR BRAND

TO THOUSANDS OF DAILY COMMUTERS

### EXCITING DEVELOPMENT

- 19 premium advertising spaces
- 3mtr x 1.5mtr - High Visibility
- Project Starts: ~26th May '25
- Project duration: 18 months



### PRICING OPTIONS

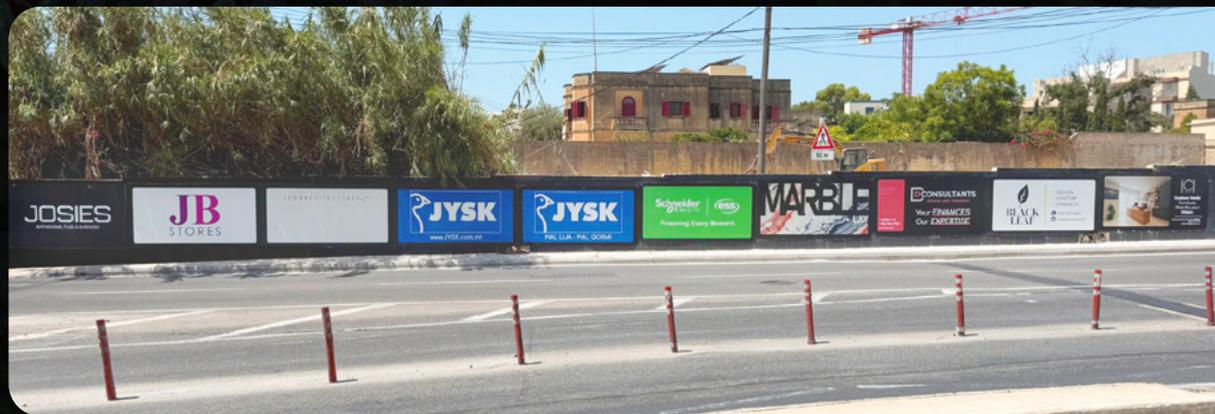
- 6 months - €2,000 (exc Vat)
- 12 months - €3,500 (exc Vat)
- 18 months - €5,000 (exc Vat)



Triq il-Kbira, Lija



Visual Representation



Spaces are allocated on a first-come, first-served basis, with a 20% deposit required to secure your slot.

# Paceville

## SHOWCASE YOUR BRAND

TO THOUSANDS OF DAILY COMMUTERS

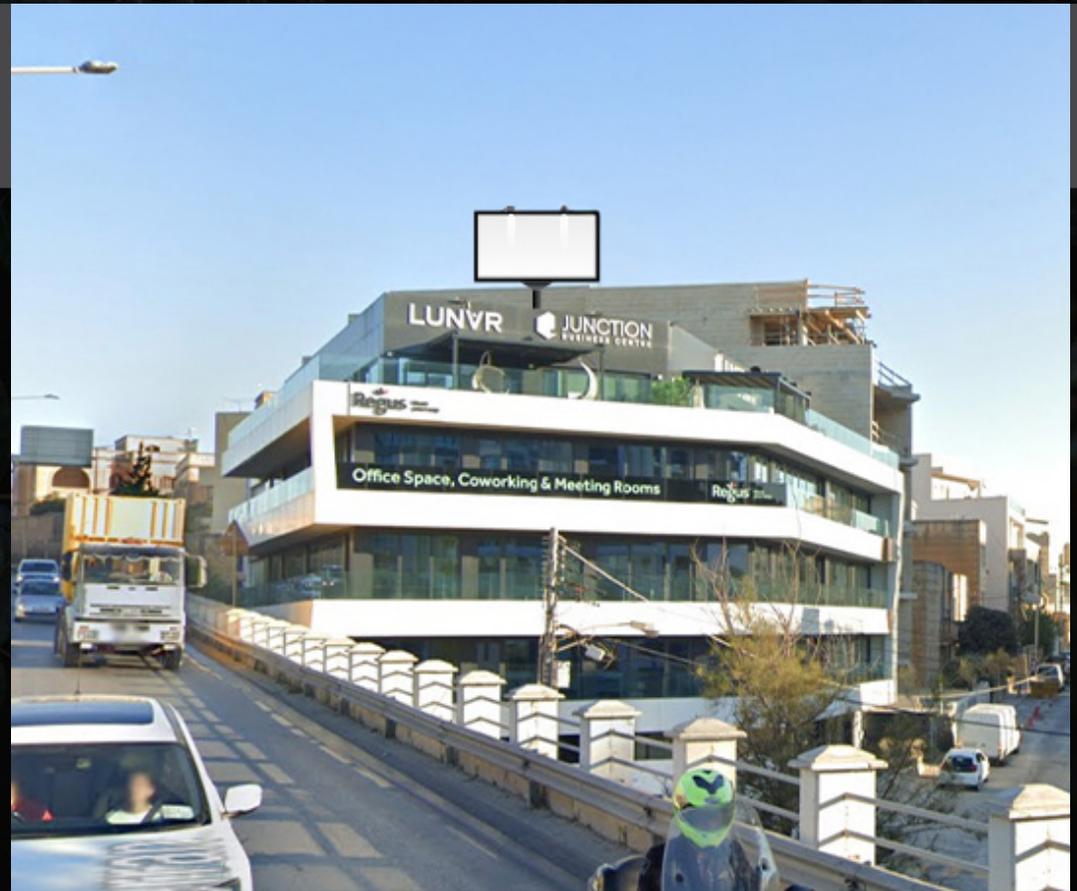
**DIGITAL BILLBOARD**  
8mtr x 3mtr  
**High Visibility**

### PRICING OPTIONS

- 1 months - €1,000 monthly (exc Vat)
- 6 months - €950 monthly (exc Vat)
- 12 months - €900 monthly (exc Vat)



Visual Representation



**Triq Mikiel Anton Vassalli  
St Julians (overlooking Paceville)**

Spaces are allocated on a first-come, first-served basis, with a 20% deposit required to secure your slot.

 Triq Gort, St. Julian's



**1 AD of 12" every 2mins = €250/month**  
**720 PLAYS per DAY**

# Strategic Bundles

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“We can design campaign options around your budget, audience, and timeline - Flexibility is key.”

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## **Billboard + Social Media Combo** - €750/month

- Social Media Starter Package (2 posts/week)
  - 1 Digital Billboard slot for 1 week/month
  - Ad Design Included
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## **Full Campaign Bundle** - €1,500/month

- 3 Social Media Posts
- Ad Management
- Billboard Exposure
- 1 printed Flyer run (500 A5s)



# Why Choose Black Leaf?

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Local Expertise in Maltese Marketing

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All-in-one: Design, Digital, Print & Outdoor Advertising

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Tailored Packages

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Real, visible Results - online *and* on the street

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# Let's Bring Your Brand to Life

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Interested in growing your business with Black Leaf?  
*We'd love to hear from you.*

## Contact Us



info@blackleaf.mt



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Malta - serving clients nationwide



blackleafmalta



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**Book a FREE Consultation**

*Let's explore how we can help elevate your brand - online and on the street.*

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