



Republic of the Philippines
Department of Health
CENTRAL OFFICE BIDS AND AWARDS COMMITTEE

BID BULLETIN NO. 1
23 March 2021

**HIRING OF A MEDIA AGENCY FOR THE PRINT PUBLICATION OF DOH PRIORITY
PROGRAMS AND ADVISORIES IN LEADING NATIONAL NEWSPAPERS AND
TABLOIDS CY 2021
IB NO. 2021-149**

This Bid Bulletin is being issued to amend or modify the posted bidding document in the DOH and PhilGEPS websites for the Hiring of a Media Agency for the Print Publication of DOH Priority Programs and Advisories in Leading National Newspapers and Tabloids CY 2021 under IB No. 2021-149. This Bid Bulletin shall form an integral part of the bidding documents. Below is the corresponding modification/changes:

I. CHANGES IN SECTION VI. SCHEDULE OF REQUIREMENTS

Revision:
To include: Annex A: Preferred List of Broadsheets and Tabloids including color, size and frequency

Attached is the revised Schedule of Requirements including Annex A for the Prospective Bidders' reference and use.

All other provisions of the bidding documents which are not affected shall remain in force and in effect.

For guidance and information of all concerned.

LILIBETH C. DAVID, MD, MPH, MPM, CESO I
Undersecretary of Health
Chairperson, COBAC D

Section VI. Schedule of Requirements

The delivery schedule expressed as weeks/months stipulates hereafter a delivery date which is the date of delivery to the project site

Lot No.	Description	Qty/ Unit	Total ABC for the Lot (PhP)	Project Sites	Project Duration
1	Hiring of a Media Agency for the Print Publication of DOH Priority Programs and Advisories in Leading National Newspapers and Tabloids CY 2021	1 Lot	10,000,000.00	Metro Manila	The duration of engagement shall commence upon receipt of approved Notice to Proceed (NTP) for eight (8) weeks within CY 2021

Signature over Printed Name
[date of signing]

In the capacity of:

Duly authorized to sign bid for and on behalf of:

[title or other appropriate designation]

[Name of Company]

[Complete office address]

[Contact No.]

[Fax No.]

[Email Address]

***Please include the attached Terms of Reference with signature of the authorized representative as part of the submission of the bid proposal.**

TERMS OF REFERENCE

I. Background and Rationale:

The Department of Health (DOH) has been creating communication materials such as health advisories and print ads to inform the public on how to protect themselves and their family against COVID-19 and other diseases. Another objective is to widely disseminate other health messages in order to increase awareness of the DOH priority programs and activities. These DOH messages should be disseminated not only across official DOH channels but also nationwide. Hence, there is a need of using other supplementary platforms like print advertisements to reach Filipinos in all parts of the country.

Therefore, under this Terms of Reference, the DOH seeks to hire an experienced and reliable advertising agency that will manage and handle the publication of DOH advertisements and advisories in selected and leading newspapers and tabloids in the country.

II. Objectives

To increase the public's awareness on the preventive and protective behaviors against COVID-19 and other DOH priority programs.

III. Scope of Work

IV. Deliverables

a. Submit Inception Report with detailed plan and timeline	Inception Report with detailed plan and timeline
b. Submit a comprehensive report assessing the circulation of selected newspapers and tabloids.	Assessment and analysis report on the reach of newspapers and tabloids respectively.
c. Develop a comprehensive publication plan and implementation strategies	Comprehensive and implementable publication plan
d. Secure space according to technical specifications for publication of DOH advisories and priority programs in selected newspapers and tabloids	Secure space for print ad placements in accordance with technical specifications and timelines (<i>Please see attached Annex A for color, size, frequency</i>)
e. Transact with selected publishing companies for the printing and posting of DOH priority programs and advisories.	At least five (5) complementary copies each of tabloids and newspapers per day.
f. Coordinate and negotiate with publishing outfit for rates, bonuses and other media values like publication of press releases, editorial, event coverage with final approval from DOH	Documentation with media outfits on the added media values and other
g. Coordinate with DOH for all approved materials to be used for print advertisement.	Documentation of approved print ads.
h. Submit financial documentation and summary written report for each tabloid and newspaper in hard and soft copies.	Submit the following written reports: -2 hard copies of financial documentation for each tabloid and newspaper.

-soft copies of summary reports including assessment of the newspapers and tabloids circulation stored in OTG.

V. Duration of Engagement, Timeline

The duration of engagement shall commence upon receipt of approved Notice to Proceed (NTP) for eight (8) weeks within CY 2021

VI. Project Site : Metro Manila, Philippines

VII. IMPLEMENTING ARRANGEMENT

A. Contact Persons:

BEVERLY LORRAINE C. HO, MD, MPH

Director IV

Health Promotion and Communication Service

Department of Health, Sta. Cruz, Manila ☐

Tel. No. 651-7800 local 2823

DOMINIC A. MADDUMBA, MD, MPM

OIC-Chief, Campaign Strategy and Management Division

Health Promotion and Communication Service

Department of Health, Sta. Cruz, Manila

Tel. No. 651-7800 local 2827

B. Project Management/Contract Administration Arrangement

The Director of HPB will manage the contract and will be assisted by Dr. Dominic Maddumba and Ms. Jennifer Santos.

III. Qualification of Service Provider (SP)

Type: Firm

a. Experiences:

1. A full media planning and print advertisement placement agency with at least three (3) years' experience in managing print and publication of print advertisement with required personnel and staff.
2. An agency that has undertaken similar publications in the past three (3) years.

b. Qualifications:

CRITERIA	KEY EXPERTS		
	Managing Supervisor	Account Director	Account Manager
Education	Any college degree holder	Any college degree holder	Any college degree holder
Expertise /Skills, Competencies	Capable of managing large scale of print advertisements	Capable of ensuring that the implementation of printing and publication of DOH priority programs and advisories is on time, within budget and in compliance with the technical specifications	Capable of fostering client relationships, handle client communications & communicate client agendas to all selected publication outfits.
Minimum type & number of years of work experience	3 years	3 years	3 years

IX. Roles and Responsibilities of DOH

1. Provide directions.
2. Review circulation report coverage of tabloids and broadsheets.
3. Provide approved creative materials of DOH programs and advisories for publication.

X. Roles and Responsibilities of Service Provider

1. Shall handle all print ad placements for the DOH priority programs and advisories in selected newspapers and tabloids according to schedule.
2. Shall provide the end-user with at least (5) complementary copies for every publication of newspaper and tabloid.
3. Submission of summary report or print advertisement for (8) weeks.

XI. Approved Budget of Contract and Source of Funding

Ten Million Pesos (P10,000,000.00) inclusive of government tax charged to Health Promotion and Communication Service funds CY 2021.

XII. Proposed Terms of Payment by Major Outputs

For and in consideration of the full and satisfactory execution and performance by the SERVICE PROVIDER of the obligations under Agreement, the DOH shall pay the SERVICE PROVIDER inclusive of taxes, subject to the usual accounting and auditing rules and regulations, payable in the following manner:

5% (1st payment)	Upon receipt of Notice to Proceed, submission of inception report, and approval of plan for the printing and publication
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35 % (2nd payment)	Upon the printing and publication of Week 1, Week 2 and Week 3 strictly following schedule of implementation and technical specifications
35 % (3rd payment)	Upon the printing and publication of Week 4, Week 5 and Week 6 strictly following schedule of implementation and technical specifications
25 % (4th payment)	Upon the printing and publication of Week 7 and Week 8 strictly following schedule of implementation and technical specifications and upon submission of the following: 2 hard copies of financial and summary report and soft copy of financial and summary report stored in OTG
Note: Service Provider shall shoulder payments before publication and/or posting of DOH Priority Programs and Advisories.	
XIII. Ownership and Copyright	
<ol style="list-style-type: none"> 1. All outputs of the project remain properties of the DOH. The SERVICE PROVIDER shall deliver all outputs to the DOH, together with a detailed inventory thereof, not later than upon termination or expiration of the Contract. The SERVICE PROVIDER may retain a copy of outputs but use thereof is subject to the approval of DOH. 2. Copyright. The Property Rights in all proprietary documentations shall remain vested in DOH. 	

Signature over Printed Name
[date of signing]

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[Complete office address]
[Contact No.]
[Fax No.]
[Email Address]

ANNEX A

PREFERRED LIST OF BROADSHEETS AND TABLOIDS

	PUBLICATION		Type	SIZE
	(Monday-Saturday)	Sunday		
WEEK 1				
	Manila Bulletin	Manila Bulletin Phi. Daily Inquirer	Broadsheet	Half Page (Black & White)
	People's Journal	People's Journal	Tabloid	Full Page (Black and White)
WEEK 2				
	Phil. Daily Inquirer	Phil. Daily Inquirer Phil. Star	Broadsheet	Half Page (Black & White)
	Abante	Abante	Tabloid	Full Page (Black and White)
WEEK 3				
	Phil. Star	Phil. Star Manila Bulletin	Broadsheet	Half Page (Black & White)
	Bulgar	Bulgar	Tabloid	Full Page (Black and White)t
WEEK 4				
	Daily Tribune	Daily Tribune Manila Bulletin	Broadsheet	Half Page (Black & White)
	People's Journal	People's Journal	Tabloid	Full Page (Black and White)
WEEK 5				
	Manila Bulletin	Manila Bulletin Phi. Daily Inquirer	Broadsheet	Half Page (Black & White)
	People's Journal	People's Journal	Tabloid	Full Page (Black and White)
WEEK 6				
	Phil. Daily Inquirer	Phil. Daily Inquirer Manila Bulletin	Broadsheet	Half Page (Black & White)
	Abante	Abante	Tabloid	Full Page (Black and White)

WEEK 7				
	Phil. Star	Phil. Star Manila Bulletin	Broadsheet	Half Page (Black & White)
	Bulgar	Bulgar	Tabloid	Full Page (Black and White)
WEEK 8				
	Daily Tribune	Daily Tribune Manila Bulletin	Broadsheet	Half Page (Black & White)
	People's Journal	People's Journal	Tabloid	Full Page (Black and White)

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