**TERMS OF REFERENCE**

**BROADCAST SERVICES FOR MASS MEDIA CAMPAIGN**

**1. Introduction**

Center for Communication Programs Pakistan is working with Johns Hopkins Center for Communication Programs, Mercy Corps and Rural Support Programmes Network to implement the Health Communication Component of USAID’s Maternal and Child Health (MCH) Program. Health communication plays a pivotal role in brining social change and improving healthier behaviors for reducing maternal and child mortality in the country. Center requires broadcast services of mass media campaigns under the Health Communication Component (HCC) of USAID-funded Maternal and Child Health (MCH) Program, Sindh.

**2. Health Communication Component**

The MCH Program is operating primarily in the rural areas of Sindh. The HCC is of five-year duration for reducing maternal and infant mortality by using a package of social and behavior change communication interventions. Center for Communication Programs Pakistan (henceforth, Center) is providing support to Johns Hopkins Center for Communication Programs in the design and implementation of mass-media interventions. Center is a premier organization in Pakistan, which specializes exclusively in development communications. Center leads with a solid experience in development and implementation of multi-media communication interventions with an integrated approach to effectively reach out to diverse set of audiences.

**3. objectives OF THE ASSIGNMENT**

The objective of these TOR is to finalize a firm/organization for providing broadcast services for running television campaigns on national and regional, satellite and terrestrial channels as the designated media-buying agency for HCC for a stipulated period of time.

**4. scope OF THE ASSIGNMENT**

The scope of the assignment is broadcast of advertisements on both national and regional television channels popular in Sindh. This will include both cable and terrestrial channels. All interested firms are requested to quote their best per minute rates on the standard Media Plan Template, which can be downloaded from:

<http://ccp-pakistan.org.pk/procurement-notices/>

Any query regarding the assignment can be sent to [info@ccp-pakistan.org.pk](mailto:info@ccp-pakistan.org.pk) by May 13, 2016.

**5. SUBMISSION GUIDELINES**

All bidders have to submit the following documents for their submissions to be considered valid and evaluated further:

* Proposal Submission Form, attached as Annex I;
* Add the Per Minute Rates in the Media Template for all the mentioned channels, can be downloaded from the abovementioned link;

In addition, following documents must also be submitted:

* PBA Accreditation Certificate
* NTN
* SECP registration
* Sales Tax registration certificate
* Valid proof by PBA about how many times you have been suspended by PBA in the past 2 years
* Agency Profile

**6. TIMELINES**

These TOR are for ongoing campaigns of Center, under the HCC, in years 2016 and 2017. Your proposal must reach us by 5:00 pm, **May 20, 2016** to:

Finance Section

Center for Communication Program Pakistan

Ground Floor, BIAFO House, Plot 23, Street 39

I & T Center, G-10/4 Islamabad 44000

**7. IMPORTANT GUIDELINES:**

For planning purposes, we are assuming a TV Commercial of 60 seconds duration and shorter adaptations of 30 seconds. While quoting your best rates, ensure the following:

* All per minute rates must include the agency commission
* All applicable taxes should be clearly mentioned and quoted separately (taxes should not be included in the per minute rates)
* We do not have a policy of sharing the total volume of the campaign therefore quote your rates that might not be affected by change in the frequency/volume of the campaign as per the attached media plan
* Unless you quote separate rates for Ramzan transmission in the Sheet titled ‘Ramzan’, the quoted per minute rates shall be considered valid for both Ramzan and Non-Ramzan transmissions.
* All participating firms must be registered with PBA
* All participating firms must be Income Tax and Sales Tax registered

**8. PAYMENT TERMS AND TAXATION**

Payments shall be made on the basis of submitted invoices within 30 working days as per the following payment plan:

|  |  |  |
| --- | --- | --- |
| **#** | **Deliverable** | **Payment** |
| Broadcast | | |
| 1 | Submission of airing certificates as per the airing plan | 100% |

**9. SUPPORT**

Center shall provide support in designing of the Media Plan for Broadcast. It is the responsibility of the interested party to arrange for all logistics and provision of administrative, security and technical support other than the ones mentioned above.

**10. DUTY STATION**

The interested party may be based anywhere in Pakistan but would work in close coordination with Component Offices in Islamabad and Karachi.

**11. QUALIFICATIONS OR SPECIALIZED KNOWLEDGE/EXPERIENCE REQUIRED**

The Agency must have:

* Extensive experience, at least ten years or more, of working in the domain of media planning, buying and also monitoring (preferably)
* Proven track-record of media planning and buying for leading mass media campaigns at national level;
* Deep understanding and familiarity with all issues pertaining to media broadcast services in Pakistan;
* Mobility and willingness to accept assignments at short notice; and
* Resources to disseminate the campaign on national media on a 3-day prior notice.

**12. DURATION**

The rates provided during the bidding process are valid for duration of one year from signing of the contract.

**13. EVALUATION CRITERIA**

The evaluation will not be done on the basis of total cost but according to optimal scoring derived from quoted per minute rates against every channel in comparison to other bidders. This is where every firm should compete to quote its best rates for each channel and time slot.

**14. ATTACHMENTS**

1. *Standard Media Broadcast Planning Template*
2. *Proposal Submission Form*

**ANNEX 1: PROPOSAL SUBMISSION FORM**

**IN WORD DOCUMENT, CAN BE DOWNLOADED FROM:**

<http://ccp-pakistan.org.pk/procurement-notices/>

**ANNEX 2: MEDIA TEMPLATE**

**IN EXCEL, CAN BE DOWNLOADED FROM:**

<http://ccp-pakistan.org.pk/procurement-notices/>