



**destea**

department of  
economic, small business development,  
tourism and environmental affairs  
FREE STATE PROVINCE

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**FOR ATTENTION: SCM**

## **REQUEST FOR PROPOSALS**

### **3 YEARS DESTEA MEDIA BULK BUYING**

**Progressive and successful organizations in the world are supported by effective communication plans underpinned by a well-structured media placement, stakeholder management, brand and reputation management plans. Central to this, are accurate, relevant and up-to-date messages promoting programmes, services and activities meant for their clients and/or customers. For this to succeed, organization use channels and platforms with footprint in and amongs intended recipients of those messages.**

Proposals are hereby requested from professional Locally based Communication/Advertising Companies to provide services for 3 years for DESTEA media bulk buying in Free State community media and mainstream media.

#### **1. Terms of reference**

- Scan and understand the media landscape in the Free State.
- Research and understand activities of DESTEA.
- Research and understand potential and possible recipients of services of DESTEA.
- Average knowledge of economic imperatives in South Africa.
- Understanding the expectations of the public.

## 2. Objectives

- Secure advertising space in selected media according to approved media placement plan.
- Advice on media buying practices.
- Ensure adequate reach and impact of media placements.

## 3. Scope of work

The relevant service provider will be required to place adverts in the Free State community media and mainstream media for 3 years with footprint in the Free State according to the following scope of work:

Description of Goods	Quantities	Unit measurement /Size	Delivery date
Adverts on weekly community newspapers which are free of charge	7 Free State weekly newspapers that has a minimum readership of no less than 20 000.  Advert to be placed as and when required in media that is related to our demographics	<b>-Double spreadsheet</b> (540 x370mm) (2 x 540mm x 340mm) (260cm x 39cm) (390mm X 520mm) (39cm x 26.1cm) (39cm x 16cm) <b>-Full page</b> (260mm x 380mm) (540mm X 340mm) (260cm x 39cm) (390mm X 260 mm) (39cm x 8cm)	Commencement date will be after the signing of the Service Level Agreement

		<p><b>-Half page</b></p> <p>(260 x 190mm)</p> <p>(270mm x 340mm)</p> <p>(260cm x 19cm)</p> <p>(200mm x 26mm)</p> <p>(20cm x 8cm)</p> <p><b>-Quarter page</b></p> <p>(130 x190mm)</p> <p>(270mm x 170mm)</p> <p>(12.6cm x 19cm)</p> <p>(200 mm X 128mm)</p> <p>(20cm x 4cm)</p>	
Adverts on community magazine	<p>1 Free State based quarterly magazine that is glossy and has a minimum readership of 5 000.</p> <p>Advert to be placed as and when required in media that is related to our demographics.</p>	<p><b>-Double spreadsheet</b></p> <p>(422mm x 281mm)</p> <p><b>-Full page</b></p> <p>(211mm x 140mm)</p> <p><b>-Half page</b></p> <p>(105.5mmx 0.5mm)</p>	Commencement date will be after the signing of the Service Level Agreement
Adverts on national Wildlife magazine	<p>1 national magazine that is glossy and specializes in Wildlife or environment with circulation nationally.</p> <p>Advert to be placed as and</p>	<p><b>-Double spreadsheet</b></p> <p>(422mm x 281mm)</p> <p><b>-Full page</b></p> <p>(211mm x 140mm)</p> <p><b>-Half page</b></p>	Commencement date will be after the signing of the Service Level Agreement

	when required in media that is related to our demographics	(105.5mmx70.5mm)	
Adverts on national daily English newspapers	2 national daily English newspapers that have Free State minimum readership of 283 000 – 400 000.  Advert to be placed as and when required in media that is related to our demographics	<b>-Double spreadsheet</b> (2 x 390mm x 261mm)  <b>-Full page</b> (390 mm x 127mm)  <b>-Half page</b> (200 cm x 261mm)  <b>-Quarter page</b> (200mm x 127mm)	Commencement date will be after the signing of the Service Level Agreement
Adverts on local Afrikaans newspaper	1 local Afrikaans newspaper published in Bloemfontein, South Africa, and distributed in the Free State with minimum readership of about 100 000.  Advert to be placed as and when required in media that is related to our demographics	<b>-Double spreadsheet</b> (1140mm x 570mm)  <b>-Full page</b> (54mm x 10mm)  <b>-Half page</b> (27mm x 10mm)  <b>-Quarter page</b> (27mm x 5mm)	Commencement date will be after the signing of the Service Level Agreement
Adverts on national daily Business newspaper	1 national daily Business newspaper with minimum readership of about 100 000.	<b>-Double spreadsheet</b> (820mm x 570mm)  <b>-Full page</b>	Commencement date will be after the signing of the Service Level Agreement

	Advert to be placed as and when required in media that is related to our demographics	(540mm x 378mm) <b>-Half page</b> (270mm x 378mm) <b>-Quarter page</b> (270mm x 158mm)	
Adverts on national Sunday newspaper	1 national Sunday newspaper with minimum readership of no less than 800 000.  Advert to be placed as and when required in media that is related to our demographics.	<b>-Double spreadsheet</b> (820cm x 570cm) <b>-Full page</b> (55cm x 10cm) <b>-Half page</b> (27cm x 10cm) <b>-Quarter page</b> (27cm x 5cm)	Commencement date will be after the signing of the Service Level Agreement
Interviews on community radio stations in the Free State with minimum listenership of no less than 30 000.	6 Free State community radio station that has a minimum listenership of no less than 30 000.  Interview to be done as and when required in media that is related to our demographics, preferably business related slots.	5 minutes	Commencement date will be after the signing of the Service Level Agreement
Adverts on community radio stations in the Free State with listenership of no less than 30 000 or 40 000.	6 Free State community radio stations that has a minimum listenership of no less than	20 x 30 seconds	Commencement date will be after the signing of the Service Level Agreement

	<p>30 000.</p> <p>Adverts to be done as and when required in media that is related to our demographics, preferably business related slots.</p>		
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#### 4. Project deliverables and invoicing

Advertisement will be done as and when required in the media that is related to the department's demographics. Appointed service provider will be paid on invoicing within 1 month.

#### 5. Service Provider / Functionality

The successful service provider should:

- Be locally based company and a South African citizen.
- Experience or background in the media field of at least 5 years.
- Have proof of financial capacity of R1 000 000.00 or the ability to secure credit time equivalent to R1 000 000.00.
- Must have undertaken the project of this magnitude previously.
- Must be BBBEE certified.

##### 5.1 Successful service provider will be required to:

Deliver according to the prescribed specifications.

#### 6. Timeframes

The project will run for a period of 3 years.

## 7. Functional evaluation criteria

7.1. The evaluation of the function/technical detail of the proposal will be based on the following criteria:

<b>EVALUATION CRITERIA</b>	<b>Score</b>
<p><b>LOCALLY BASED COMPANY</b></p> <ul style="list-style-type: none"> <li>• Locally based company = 20 points</li> </ul> <p><b>(Provide lease agreement or latest municipal account not older than 3 months and not in arrears for more than 90 days) First page only.</b></p> <ul style="list-style-type: none"> <li>• Non locally based = 5 points</li> </ul>	20
<p><b>EXPERIENCE IN THE INDUSTRY</b></p> <p>Number of related/similar projects undertaken by the service provider. (Signed and stamped reference letters from companies previously worked with not older than 5 years). The minimum threshold for projects must be at least R100 000.00.</p> <ul style="list-style-type: none"> <li>• 5 or more projects = 40 points</li> <li>• 3 to 4 projects = 20 points</li> <li>• 2 to 3 projects = 10 points</li> <li>• 2 to 1 projects = 5 points</li> <li>• 0 projects = 0 points</li> </ul>	40
<p><b>PROOF OF FINANCIAL CAPACITY OF AT LEAST R1 000 000.00</b></p> <p><b>(Attach proof of 3 months financial statement of R1 000 000.00 or bank credit letter)</b></p> <ul style="list-style-type: none"> <li>• R1 000 000.00 and above = 40 points</li> <li>• R900 000.00 up to R500 000.00 = 10 points</li> <li>• R400 000.00 up to R0 = 0</li> </ul>	40
<b>TOTAL</b>	<b>100</b>
<b>*MINIMUM POINTS TO QUALIFY FOR STAGE 2</b>	<b>70</b>

7.2. The functional evaluation criteria total is 100 points. The service provider should score a minimum of 70 points in the first functionality/technical stage and 20 points in the second stage which relates to price and BBEEE.