Response for queries against RFP # 46

**Answers are in Red.**

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| **Sr. No.** | **Reference** | **Questions** | **Answers**() |
| 1 | Print Material: 100 Copies of Karandaaz Combined Tri-Folded Flyer consists of 6 A4 pages. 128g Matt Paper to be used. 4 Color Print. | Need clarification on “6” A4 pages. |  Yes |
| 2 | Event Support: SMD Screen per day Cost to be used in Islamabad | Kindly share the proposed size of screen |  8x10 |
| 3 | Print Ad Releases: Printing of quarter page (15x8 or 27x4) newspaper colored, back page ads in Dawn and Tribune on a Friday. | Kindly mention stations (Cities) |  National |
| 4 | Out Of Home (OOH): \*This includes printing of the skin | Kindly share the preferred quality of skin and printing (if any) please |  Matt - Best quality |
| 5 | Event/Field Photography: 01 day of event photography in Karachi, 01 day of event photography in Lahore, 01 day of event photography in Kasur | 1) Kindly share the number of photographers required per event.2) Please share the number of participants in each event. |  50 photos100 partricipants |
| 6 | Event Videography: 01 VNR for an event | Any proposed number of cameras for NVR: Multiple cameras or single cameras? |  2 camera shoot |
| 7 | Mass Media Campaigns: Production of a 60 second Urdu PSA for radio with voice over and music | Kindly share the required number of VO artists and please elaborate the requirement of dialogue based or monolog-based programs. |  1 artist - Category A.Monologue based.  |
| 8 | Digital Media campaign: | Do we have to share the plan and rates of described online channels or they will be decided later? |  You have to share the pan and rates |

1.     Section 2A, Point 3 & 4

If we are applying in a consortium where **A** as Party 1 has 3+ years of experience (the minimum requirement is 5 years) and our partner agency **B** (media buying) has 20+ years of experience and are APNS registered, would there be any issue if applied in a joint venture? Please clarify.

**B** should be as Party 1 with **A** as party 2. The individual and collective experiences of both partners, their roles and responsibilities should be clearly mentioned for the clarity of the reviewing committee.

2.     In Section 1, Point 5 the deadline is 5 PM on 30th May, however Section 15 states that the deadline is noon on 30th May. Can you please confirm which is the actual deadline time?

It is noon on 30th May.

3.     Section 4, About The Project, How do we handle fluctuations in media buying during the life of the project? Should we add a separate specified cushion amount? Because rates are usually fluctuating each month. Would like som clarity.

Media buying rates are generally revised on annual basis. I suggest all potential offerors should be advised to propose the best rates they can offer that is valid for at least one year from the date of the proposal submission.