



REPUBLIC OF THE PHILIPPINES
Department of Budget and Management
Malacañang, Manila

REQUEST FOR QUOTATION

The Department of Budget and Management (DBM), through its Bids and Awards Committee (BAC), will undertake a Negotiated Procurement (Small Value Procurement) for the project, *Provision for Media Monitoring Services*, in accordance with Section 53.9 of the Implementing Rules and Regulations of Republic Act No. 9184.

- Approved Budget : Four Hundred Eighty Thousand Pesos (P480,000.00)
for the Contract
- Location : Administrative Service, Mabini Hall, Malacanang, Manila
- Delivery Date : Provision of the services shall start upon issuance of the Notice to Proceed and the delivery period indicated in the Schedule of Requirements.

Prospective bidders shall accomplish, provide correct and accurate information and submit the following attached documents: (i) Schedule of Requirements (Annex "A"); (ii) Technical Specifications (Annex "B"); and (iii) Price Quotation Form (Annex "C") not later than 3:00 p.m. on January 17, 2013. Open quotations may be submitted, manually or through facsimile at the Administrative Service, Ground Floor Mabini Hall, San Miguel, Manila, Fax No. 735-4979 or 735-1957.

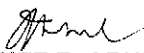
Price quotation/s must be valid for a period of thirty (30) calendar days from the date of submission.

Award of contract shall be made to the lowest quotation which complies with the minimum technical specifications and other terms and conditions stated therein.

Any interlineations, erasures or overwriting shall be valid only if they are signed or initialed by the bidder or his/her duly authorized representative/s.

Liquidated damages equivalent to one tenth of one percent (0.001%) of the value of the goods not delivered within the prescribed delivery period shall imposed per day of delay. The DBM shall rescind the contract once the cumulative amount of liquidated damages reaches ten percent (10%) of the amount of the contract, without prejudice to other courses of action and remedies open to it.

The DBM reserves the right to accept or reject any or all quotations and to impose additional terms and conditions as it may deem proper.


JANET B. ABUEL
Chairperson
DBM BAC

Section I. Schedule of Requirements

Item Number	Description	Delivery Period
1	Daily Reporting shall include the following: (i) identification of the monitored news and commentary items; (ii) summary of the reports; and (iii) basic media analysis.	<p>The upload of the daily reports must comply with the following upload schedule:</p> <ol style="list-style-type: none"> 1. For print media, it must not later than 8:00 a.m. of the same day. 2. For online, radio and television news items - not later than 12:00 noon for the morning news and not later than 8:00 a.m. of the following day for the evening news.
2	Monthly Reporting on monitored news and commentary items including a compilation of monitored news and commentary items in document, audio and video formats.	Not later than the 7 th day of the month.
3	Quarterly Reporting on monitored news and commentary items.	Not later than the 22 nd day of the succeeding month after end of every quarter.

I hereby certify to comply and deliver all the above requirements.

Name of Company/Bidder

Signature Over Printed Name of
Representative

Date

Section II. Technical Specifications

Specification
<p>A. Scope of Services</p> <p>1. Provide access to web-based media monitoring system covering the following: (i) selection of relevant news, photographs, features, supplements, advertorials, notices and announcements, and other issues as may be identified by the DBM; (ii) uploading of selected news to the provider's online facility not later than 8:00 a.m.; and (iii) archiving of selected news in its online facility for a period of one year.</p>
<p>2. Provide the following features for its online facility: (i) allow select DBM employees to access the website containing the uploaded news items; (ii) easy user navigation and interface for easy access to articles in the search parameters and other relevant issues; (iii) provide the necessary details relative to the news items indicated/linked in its online facility such as name of news agency and other related articles; and (iv) archiving of news items for at least one (1) month for easy tracking of previously posted press releases and news items.</p>
<p>3. It shall use the following search parameters in monitoring DBM-related news items, photographs, features, supplements, advertorials, announcements, and other relevant issues: (i) top news developments; (ii) news and commentaries with direct mention of DBM Secretary Florencio B. Abad and other DBM officials; (iii) news and commentary items related to public spending and economic developments; (iv) news and commentary items on governance, corruption, reform, competitiveness, and other related issues; and (v) such other categories/news items as may be required by the DBM.</p>
<p>4. The service provider shall base its search on the following:</p> <ul style="list-style-type: none"> a. National Broadsheets: Philippine Daily Inquirer, Philippine Star, Manila Bulletin, Business World, Business Mirror, Malaya, Manila Times, Manila Standard Today, The Daily Tribune b. National Tabloids: Bulgar, Abante, Abante Tonite, People's Journal, Tonight, Pilipino Star Ngayon, Tempo, Inquirer Libre c. Regional Newspapers in Cebu City, Davao City, San Fernando City, Pampanga, and Cagayan de Oro City. d. All national television news and current affairs programs in the following stations: ABS-CBN 2, GMA 7, TV 5, ANC, Studio 23, GMA News TV, Aksyon News TV, Net 25, DZMM Teleradyo, IBC 13, Solar News. e. All national radio news and current affairs programs in the following national stations or networks of regional station: DZMM Radyo Patrol, DZBB Super Balita, DZRH Manila, DWIZ, Aksyon Radyo Singko, Bombo Radyo, Radio Mindanao



Network, Radyo 5

- f. Online news websites, specifically those with breaking news and exclusive online content: ABS-CBNNews.com, GMANews.tv, Interaksyon.tv, Inquirer.net, SunStar.com.ph, Rappler.com, Philstar.com

- 5. It shall likewise provide DBM with breaking news alerts and basic media analysis on all relevant news items based on the above-cited search parameters.

B. Expert Qualifications

The service provider must have the following minimum expert qualifications: (i) at least two (2) years experience in online media monitoring; and (ii) must have handled at least one (1) similar media monitoring project for a period of at least one (1) year. To allow DBM to ascertain the veracity of their transactions in conducting media monitoring, each service provider shall submit a company profile, as well as other supporting documents.

C. Schedule and Term

Provision of the services shall start from the issuance of the Notice to Proceed (NTP). The Project duration shall be for a period of one (1) year.

D. Expected outputs

- 1. Daily reports covering the following: (i) identification of the monitored news and commentary items; (ii) summary of the reports; and (iii) basic media analysis. The service provider shall likewise ensure the daily upload of said reports pursuant to the Section VI. Schedule of Requirements.
- 2. Monthly reports on monitored news and commentary items including a compilation of monitored news and commentary items in document, audio and video formats, within the delivery period indicated in Section VI. Schedule of Requirements.
- 3. Quarterly reports on monitored news and commentary items within the delivery period indicated in Section VI. Schedule of Requirements.

I hereby certify to comply with all the above Technical Specifications.

Name of Company/Bidder

Signature Over Printed Name of Representative

Date



PRICE QUOTATION FORM

Date

The Bids and Awards Committee
Department of Budget and Management
Mabini Hall, Malacañang, Manila

Sir/Madam:

After having carefully read and accepted the terms and conditions in the Request for Quotation, hereunder is our quotation/s for the item/s as follows:

Provision for Media Monitoring Services

Total Bid Price : P _____

(Amount in Words) _____

The above-quoted prices are inclusive of all costs and applicable taxes.

Very truly yours,

Name of Company

Name/Signature of Representative

