

JOB ORDER

CITEM.STR.FR.006



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
 Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue
 1300 Pasay City, Metro Manila, Philippines
 ☎ (632) 831-2201 to 09 ext. 218 ☎ (632) 831-1368, 832-3965
 ✉ info@citem.com.ph 🌐 www.citem.com.ph



JO Number:

2023-0037

PR No.:

2023-0071

JO Date:

03/21/2023

PR Date:

01/18/2023

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CONTRACTOR/SUPPLIER **MEDIA METER, INC.**
 ADDRESS 3rd Floor M&J Bldg., 121 Don A Rocas Avenue
 Quezon City
 MODE OF PROCUREMENT **Scientific, Scholarly or Artistic Work,
 Exclusive Technology and Media Services**

DELIVERY TERM _____
 PAYMENT TERM _____
 PLACE OF DELIVERY _____
 DATE OF DELIVERY _____

Please provide/furnish this office the requirements listed below subject to the terms and conditions contained herein. Address all correspondence to the Center for International Trade Expositions and Missions (CITEM).

DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
HIRING OF MEDIA MONITORING SERVICES FOR ALL MEDIA RELATED INITIATIVES OF CITEM Period of Engagement: The firm shall be contracted within a period of ten (10) months receipt of signed Job Order. Scope of Work and Deliverables: 1. Track and report in real-time all media coverages, pickups and mentions from traditional and new media channels such as print, radio, television and online, capturing regional, national, and international scope related to CITEM and its events and covered sectors. 2. Must include access to database of covered media reporters and editors in the monitoring dashboard to assist in seeding and media relations. 3. Provide mileage measurement using PR and Ad values accepted locally and internationally. 4. Generate daily and monthly media mileage summary reports via email and web-based applications. 5. Generate extensive media analytics report and insights based on the results of the media monitoring engagement such as (1) an Executive Summary highlighting CITEM's strength in the monitored medium, (2) Mileage analysis and (3) Competitor comparison. This will be submitted as a requirement to GCG. Payment Terms: The contracted firm shall be compensated on a monthly retainer basis. The firm will send a monthly report, analytics, and billing through the 10-month duration of the contract.	10 months	Php42,000.00/month	Php420,000.00

TOTAL AMOUNT IN WORDS:

Php _____

This order is placed subject to the following terms and conditions:

The delivery must be made only during office hours to CITEM or as may be specified. Delivery is subject to the acceptance of CITEM's duly authorized representative/official and inspection by CITEM-Management Inspection Team and/or the Commission on Audit. Rejected deliveries are to be withdrawn and/or replaced immediately. Delay in the delivery is subject to the PENALTY of 1/10 of 1% of the TOTAL VALUE of this ORDER for EACH DAY OF DELAY. In case the contractor/supplier does not deliver within the due date, s/he shall be considered in default and will be liable to pay LIQUIDATED DAMAGES in the amount of _____ of the TOTAL AMOUNT unless the contractor/supplier requested and CITEM granted an extension. The contractor/supplier authorizes CITEM to deduct the amount of undelivered portion and to deduct the penalty and liquidated damages from any of its receivables from CITEM. The contractor/supplier must present a Delivery Receipt and Invoice or Official Receipt with the Job Order upon delivery.

Very truly yours,

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, CS Department

CONFORME:

Brian John V. Herrera

Name & Signature of Contractor/Supplier

April 01, 2023

Date

BUR No. **IP-CORPCOMM-23030333**

DATE **MAR. 29, 2023**

AMOUNT **Php420,000.00**

Funds Available:

MALERNA C. BUENAO

Chief, Controllership Division

Recommended by:

NORMAN D. BAGULBAGUI
 OIC-DM, CCSD

Approved by:

MA. LOURDES D. MEDIRAN
 Deputy Executive Director

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Negotiated Specifications:

1. Improvement on the delays in the monthly report
2. Include social media monitoring
3. Assign an account manager for CITEM
4. Improve the keywords and search parameters to increase the frequency and number of data being gathered
5. Revisit keyword search
6. Align number of take ups with DTI- Main
7. CITEM to share seeded press releases to Media Meter for high monitoring frequency

TOTAL AMOUNT IN WORDS: **Four Hundred Twenty Thousand Pesos** Php 420,000.00

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