

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:

2024-0037

PR No.:

2024-0056

JO Date:

02/28/2024

PR Date:

01/23/2024

PAGE

CONTRACTOR/SUPPLIER **MEDIA METER, INC.**

ADDRESS 3rd Floor M&J Bldg., 121 Don A Roces 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 March 01 - December 31, 2024

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

10 months

Php45,360.00/ month
Php453,600.00

Period of Engagement:

The firm shall be contracted within a period of ten (10) months from March 01 - December 2024.

Scope of Work and Deliverables:

- Track and report in real-time all media coverages, pickups and mentions acquired from both traditional and new media channels such as print, radio, television and online, capturing regional, national, and international scope.
- Monitor and listen to all major social media analytics, including Facebook, Instagram, and Twitter
- Provide mileage measurement using PR and Ad values accepted locally and internationally.
- Generate daily and monthly media mileage summary reports via email and web-based applications.
- Generate media analytics based on the results of the media monitoring.

Negotiated Specifications:

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

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.

TOTAL AMOUNT IN WORDS: Four Hundred Fifty Three Thousand Six Hundred Pesos

Php **453,600.00**

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:

rica oquias
 Name & Signature of Contractor/Supplier

Date

BUR No. **IP-CORP COM 24030271**

DATE **MARCH 05, 2024**

AMOUNT **Php453,600.00**

Funds Available:

Chaw Buyao
MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

Norman D. Bagulbagul
NORMAN D. BAGULBAGUL
 OIC-DM, CCSD

Approved by:

Ma Lourdes D. Mediran
MA. LOURDES D. MEDIRAN
 Deputy Executive Director