



**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:  
2020-0012

JO Date:  
1/27/2020

PAGE

PR No.:  
2020-0036

PR Date:  
1/6/2020

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**NINE26 MARKETING CONSULTANCY**

CONTRACTOR/SUPPLIER: NINE26 Marketing Street, San Juan  
 ADDRESS: Malolos City, Bulacan  
Small Value Procurement  
 MODE OF PROCUREMENT: \_\_\_\_\_

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
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**HIRING OF SEARCH ENGINE MARKETING (SEM) STRATEGIST FOR THE PHILIPPINE PARTICIPATION IN AMBIENTE 2020**  
 Duration: January 27 to February 25, 2020 (30 calendar days)

100,000.00

**Scope of Work:**

The SEM strategist engagement to the project will include the following responsibilities and deliverables:

1. Identify Google Search keywords relevant to the exhibitors participating at Ambiente 2020.
2. Create advertising sets with the Google pay-per-click SEM console.
3. Analyze website traffic of the Ambiente microsite delivered by the search engine marketing effort.
4. Categorize the initial set of keywords as "High Performing", "Performing", and "Non-performing", and provide recommendations for SEM keywords going forward.

**Deliverables:**

1. List of at least twenty (20) search keywords to be purchased in pay-per-click (PPC) arrangement with Google Search.
2. Three (3) advertising sets for a simultaneous 30-day running period.

B.S. Ambiente 2020

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 Rejected deliveries are to be withdrawn and/or replaced immediately.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,

JAIME ANTONIO S. SANDOVAL  
 Head, STREDO and Procurement

BUR No. AMB-2000143

Recommended by:

DATE 1/29/2020

AMOUNT 100,000

CONFORME:

Rona Joy C. Bulaong  
 Name & Signature of Contractor/Supplier

Funds Available:  
  
 MALERNA C. BUYAO

Approved by:  
  
 ARTURO CRUZ DIMAANO  
 Department Manager III

Date

DC, Controllership Div.

# JOB ORDER

CITEM.STR.FR.006



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PR No.:

2020-0036

PR Date:

1/6/2020

**NINE26 MARKETING CONSULTANCY**

CONTRACTOR/SUPPLIER: Canlapan Street, San Juan  
 ADDRESS: Malolos City, Bulacan  
Small Value Procurement  
 MODE OF PROCUREMENT: \_\_\_\_\_

DELIVERY TERM: \_\_\_\_\_  
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 Duration: January 27 to February 25, 2020 (30 calendar days)

- Narrative report of the web traffic garnered by the Ambiente microsite from the PPC advertisements.
- Search keyword report based on the performance of the initial 20-item list, with recommendations for succeeding search engine marketing efforts.

**Terms of Payment:**

- Three-time payment
- 20% payment for the campaign plan and Assessment
- 40% payment upon placement of Google Ad campaign
- 40% payment upon completion of campaign and submission of report and recommendation

B.S. Ambiente 2020

TOTAL AMOUNT IN WORDS: **ONE HUNDRED THOUSAND PESOS** Php **100,000.00**

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Very truly yours,  
  
**JAIME ANTONIO S. SANDOVAL**  
 Head, STREDO and Procurement

CONFORME:  
  
**Rona Joy C. Bulaong**  
 Name & Signature of Contractor/Supplier  
 Date: \_\_\_\_\_

BUR No. AMB-20010143  
 DATE 1/29/2020  
 AMOUNT 100,000

Funds Available:  
  
**MALERNA C. BUYAO**  
 DC, Controllership Div.

Recommended by:  
  
**ARTURO CRUZ DIMAANO**  
 Department Manager III