

# 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: 2024-0351	JO Date: 10/10/2024	PAGE 1
PR No.: 2024-0351	PR Date: 08/13/2024	

CONTRACTOR/SUPPLIER **IPG MEDIABRANDS PHILIPPINES INC.**

ADDRESS **22nd Floor and Penthouse Two/NEO 3rd Ave.  
 COR., 28th Street, Bonifacio Global City, Taguig City**  
 MODE OF PROCUREMENT **Small Value Procurement**

DELIVERY TERM \_\_\_\_\_  
 PAYMENT TERM \_\_\_\_\_  
 PLACE OF DELIVERY \_\_\_\_\_  
 DATE OF DELIVERY **7 days upon receipt of approved JO**

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
<b>Digital Marketing Campaign Solution</b> - 12 months subscription	1 lot		Php769,737.60
<p>Specifications:</p> <ul style="list-style-type: none"> <li>- Minimum of 5 concurrent users</li> <li>- With domain authentication</li> <li>- User roles setup</li> <li>- At least a minimum of 100,000 contacts</li> <li>- At least a minimum monthly Email send of 1.2M</li> <li>- Automation builder and Customer Journey</li> <li>- With pre-built and custom email template</li> <li>- Email editor with drop and drag capabilities</li> <li>- With email send time optimization</li> <li>- With A/B Testing</li> <li>- With predictive segmentation</li> <li>- With reporting and analytics feature</li> <li>- Available Email &amp; Chat Support</li> </ul>			

**SEVEN HUNDRED SIXTY NINE THOUSAND SEVEN HUNDRED**

TOTAL AMOUNT IN WORDS: **THIRTY SEVEN AND 60/100 PESOS**

**Php769,737.60**

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 Rejected deliveries are to be withdrawn and/or replaced immediately.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 Purchase Order upon delivery.

Very truly yours,

ATTY. MARY JANE DIAGRO-GERONIMO, CPA  
 Procurement, Unit Head

CONFORME:

*Atty. R. Buddhim Jr.*  
 Atty. R. Buddhim Jr.

Name & Signature of Contractor/Supplier

Date

BUR No. IP. con up com - 24/12/1398

DATE Oct 03, 2024

AMOUNT ₱ 769,737.60

Funds Available:

*Mahe Bourzard*  
 MALERNA & BUENAO

Chief Controllorship

Recommended by:

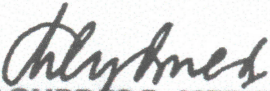
*Norman D. Bagulbagul*  
 NORMAN D. BAGULBAGUL  
 Acting DM, CCSD

Approved by:

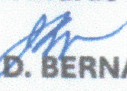

*Leah Pulido Ocampo*  
 LEAH PULIDO OCAMPO  
 EXECUTIVE DIRECTOR



**MEMORANDUM**

**FOR** :   
**MA. LOURDES D. MEDIRAN**  
Deputy Executive Director

**COPY** : **Procurement Division**  
**Bids and Awards Committee**

**FROM** :   
**JOSEPH D. BERNAT**  
Department Manager, CCSD 

**DATE** : **26 December 2024**

**SUBJECT** : **REQUEST FOR APPROVAL TO ADJUST THE START AND END DATES OF THE ENGAGEMENT WITH IPG MEDIABRANDS FOR THE EMAIL MARKETING SYSTEM SUBSCRIPTION**

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This memorandum seeks approval for the adjustment of the start and end dates of the engagement with IPG Mediabrands for the Email Marketing System Subscription provided to CITEM.

The attached document, titled *Email Marketing System Subscription*, was submitted as part of the procurement requirements and was dated August 19, 2024. The document reflected estimated start and end dates, based on the assumption that the subscription would commence in September. However, due to the extended processing time required to complete all documentation and procurement requirements, the Notice of Award was only posted on October 4, 2024.

In light of this, we respectfully request that the engagement period be updated to reflect the actual timeline: October 14, 2024, to October 13, 2025.

Your approval on this matter is highly appreciated.

Thank you.