

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: 2025-0009-EPA	JO Date: 01/03/2025	PAGE 1/2
		PR No.: 2025-0009-EPA	PR Date: 12/10/2024	

CONTRACTOR/SUPPLIER MEDIA METER INC. ADDRESS M&J Bldg., 121 Don A. Rocas Ave., Brgy. Laging Handa, 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 _____
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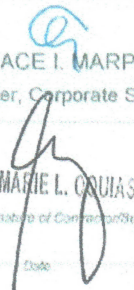
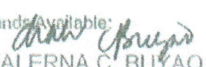


Please provide/furnish this office the requirements listed below subject to the terms and conditions contained herein. Address all correspondence to the Center for International Trade Expositions and Missions (CITEM).

DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
PROCUREMENT OF MEDIA MONITORING SERVICES TO REPORT MEDIA MILEAGE GENERATED Period of engagement The service firm shall be contracted within a period of twelve (12) months from the date of issuance of the Job Order/Notice of Award Scope of work and deliverables The scope of work of the contracted firm shall include the following 1. 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 2. Monitor and listen to all major social media analytics, including Facebook, Instagram, and Twitter 3. Provide mileage measurement using PR and Ad values accepted locally and internationally, and, 4. Generate daily and monthly media mileage summary reports via email and web-based applications 5. Generate media analytics based on the results of the media monitoring.	12 mos.		Php558,000.00

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 Purchase Order upon delivery.

Very truly yours, ATTY. ANNA GRACE I. MARPURI Department Manager, Corporate Services Dept. CONFORME:  RICA MARIE L. OQUIAS <small>Name & Signature of Contractor/Supplier</small> Code: _____	BUR No. <u>IP-CORCOM-25010020</u> DATE <u>January 9, 2025</u> AMOUNT <u>P 558,000.00</u> Funds Available:  MALERNA C. BUAYO Chief Controllership	Recommended by:  JOSEPH BERNAT Department Manager, CCSI Approved by:  LEAH PULIDO OCAMPO EXECUTIVE DIRECTOR
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JOB ORDER

CITEM.SIR.FR.000

 CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS Golden Shell Pavilion, Rizal, Boulevard corner Sen. Gil J. Puyat Avenue 1300 Pasay City, Metro Manila, Philippines ☎ (632) 831-2001 to 09 ext. 218 ☏ (632) 831-1388 832-5365 e1 etf@citem.com.ph www.citem.com.ph		JI NUMBER 2025-0009-EPA	JI DATE 01/03/2025	PAGE 2/2
		PR No. 2025-0009-EPA	PR Date 12/10/2024	

CONTRACTOR/SUPPLIER MEDIA METER INC. ADDRESS M&J Bldg., 121 Don A. Ropes Ave. Brgy. Lagang Handa, 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
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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
Documentary requirements The service provider is required to submit the following documents: 1. Company Profile indicating years of experience 2. List of print, radio, TV and online (regional, national, and international) platforms/channels monitored by the firm, and 3. Hard copies of Sample Media Mileage Report generated through the dashboard 4. List of Private and Government Clients 5. Trial Account for software demonstration 6. Sample of comprehensive media mileage analytics report. 7. Signed 2023 CITEM Analytics Report Negotiated Specifications: - Includes Social Media Monitoring - Includes keyword-based monitoring system to monitor online, print and broadcast news relevant to CITEM - Improve the keywords and search parameters to increase the frequency and number of data being gathered - Generates daily and monthly reports - Provides feedback report Duration: January – December 2025 Payment terms The contracted firm shall be compensated on a monthly retainer basis. The firm will send a billing every month following the 12-month duration.			

TOTAL AMOUNT IN WORDS: FIVE HUNDRED FIFTY EIGHT THOUSAND PESOS Php 558,000.00

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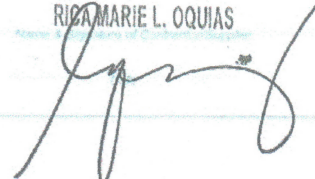
Very truly yours,

ATTY. ANNA GRACE I. MARPURI
 Department Manager, Corporate Services Dept.
 CONFORME

BUR No. IP-CORPEOM-25010030
 DATE January 9, 2025
 AMOUNT ₱ 558,000.00

Recommended by:

JOSEPH BERNAT
 Department Manager, CCSD

RICA MARIE L. OQUIAS


Funds Available:

MALERNA C. BUYAO
 Chief Controllership

Approved by:

LEAH PULIDO OCAMPO
 EXECUTIVE DIRECTOR