

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: 2020-0051	JO Date: 10-Jul-20	PAGE 1 of 2
PR No.: 2020-0209	PR Date: 06/25/2020	

CONTRACTOR/SUPPLIER **ISENTIA MANILA, INC.**
 ADDRESS **Pacific Center Building**
San Miguel, Ortigas Ave.,
Pasig City
 MODE OF PROCUREMENT **Scientific, Scholarly or Artistic Work,**

DELIVERY TERM _____
 PAYMENT TERM _____
 PLACE OF DELIVERY **CITEM**
 DATE OF DELIVERY _____

Please provide/furnish this office the required technical 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 AGENCY FOR ALL MEDIA-RELATED INITIATIVES OF CITEM Period of Engagement: ISENTIA MANILA, INC., shall be contracted within a period of seven (7) months (June-December) upon awarding of bid by CITEM Bids and Awards Committee (BAC) Scope of Work and Deliverables: The scope of work of ISENTIA MANILA, INC. 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 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; and, 5. Generate extensive media analytics report and insights based from the results of the 7-month 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. B.S. IP-CORP COMM 2020 APP	7 months	29,000.00	203,000.00

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,

JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement
 CONFORME: _____

BUR No. IP-20070509
 DATE 7/20/2020
 AMOUNT Php 203,000.00

Recommended by: _____
ARTURO CRUZ DIMAANO
 Department Manager III

Daisy Zuniga-De Leon
 Name & Signature of Contractor/Supplier
 Date _____

Funds Available: _____
MALFRNA C. BUYAO
 DC, Controilership Div.

Approved by: _____
MA. LOURDES D. MEDIRAN
 Deputy Executive Director

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CONTRACTOR/SUPPLIER ISENTIA MANILA, INC. ADDRESS Pacific Center Building San Miguel, Ortigas Ave., Pasig City MODE OF PROCUREMENT Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services	DELIVERY TERM _____ PAYMENT TERM _____ PLACE OF DELIVERY CITEM DATE OF DELIVERY _____
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Please provide/furnish this office the required documents 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 AGENCY FOR ALL MEDIA-RELATED INITIATIVES OF CITEM Payment Terms: ISENTIA MANILA, INC., shall be compensated on a monthly retainer basis. Isentia Manila, Inc. will send a monthly report, analytics and billing following a seven (7) month duration. Terms and Conditions: CITEM reserves the right to request additional engagement reports and analytics at no extra cost to CITEM if the submitted reports have insufficient data and insights. Other Terms and Conditions not mentioned in this Job Order but was stated in the attached bid of Isentia Manila, Inc., will form and made an integral part of this Job Order. B.S. IP-CORP COMM 2020 APP	7 months	29,000.00	203,000.00

TOTAL AMOUNT IN WORDS: **TWO HUNDRED THREE THOUSAND PESOS** Php **203,000.00**

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Very truly yours, JAIME ANTONIO S. SANDOVAL Chief, STREDO & Procurement CONFORME:  Daisy Zuniga-De Leon Name & Signature of Contractor/Supplier Date _____	BUR No. <u>IP-20070509</u> DATE <u>7/20/2020</u> AMOUNT <u>Php 203,000.00</u> Funds Available <u>Maiferna C. Buyao</u> MAIFERNA C. BUYAO DC, Controliership Div.	Recommended by:  ARTURO CRUZ DIMAANO Department Manager III Approved by:  MA. LOURDES D. MEDIRAN Deputy Executive Director
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