



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
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| JO Number: | JO Date: | PAGE |
| 2021-0039 | 05/17/2021 | |
| PR No.: | PR Date: | |
| 2021-0089 | 02/10/2021 | |

CONTRACTOR/SUPPLIER MEDIA METER, INC.
 ADDRESS 121 Don. A. Roces, 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 _____

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 | 12 months | Php37,000.00/month | Php444,000.00 |
| <p>SCOPE OF WORK AND DELIVERABLES</p> <p>The scope of work of the contracted firm shall include the following:</p> <ol style="list-style-type: none"> 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. Back-track and include all media coverages, pickups, and mentions acquired within a specified period in the calendar year in order to satisfy GCG requirements. Must include access to database of covered media reporters and editors in the monitoring dashboard to assist in seeding and media relations. 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 extensive media analytics report and insights based from the results of the 12-month media monitoring engagement or within a specified period in the calendar year 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. <p>PERIOD OF ENGAGEMENT</p> <p>The service firm shall be contracted within a period of twelve (12) months upon issuance or acceptance of the contract/job order.</p> <p>For the comprehensive media analytics report, the service firm must include media mileage earned during the calendar year in order to follow the GCG requirements.</p> <p>PAYMENT TERMS</p> <p>The contracted firm shall be compensated on a monthly retainer basis. The firm will send a monthly report, analytics, and billing through the 12-month duration of the contract.</p> <p>BUDGET</p> <p>The above expense shall be charged to the Media Monitoring program under the CITEM Institutional Promotions 2021 APP. The awarded amount for this requirement is Php444,000.00 inclusive of all applicable taxes, commissions, bank charges and other fees as may be incurred in the process.</p> <p>TERMS AND CONDITIONS</p> <ol style="list-style-type: none"> 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. | | | |

TOTAL AMOUNT IN WORDS: Four Hundred Forty Four Thousand Pesos Php 444,000.00

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,

 JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division
 CONFORME:
 Brian John Herrera
 Name & Signature of Contractor/Supplier
 June 18 2021
 Date

BUR No. IP-21060396
 DATE 06/14/2021
 AMOUNT Php296,000.00

MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

 CHARLES AAMES BAUTISTA
 Department Manager III, CCSD
 Approved by:

 PAULINA SUACO-JUAN
 Executive Director