



REQUEST FOR QUOTATION

Media Monitoring Services, Per Terms of Reference

Procuring Entity : DBP Head Office
Solicitation Number : P-CAD-23-00011
Date of Posting/Canvass : 02/23/2023
Deadline of Submission : 03/02/2023
Approved Budget for the Contract (ABC) : P 264,000.00

Item	Quantity	Unit Cost	Total Cost
Kindly refer to the attached Technical Specifications for details and other conditions.			

Please be guided by the following:

1. All entries in the proposal/quotation must be typewritten.
2. Price quotation must be based on the Terms of Reference (TOR) / Scope of Work/Services (SOW) / Technical Specifications (TS), as applicable and must be duly signed by the vendor's representative.
3. Price quotation (Unit Cost) must be inclusive of VAT and other applicable taxes/charges.
4. The open price quotation must include the documentary requirements (see below) and must be submitted through the email address below or to the Procurement Unit-PIMD, DBP Head Office, Sen. Gil Puyat Ave., cor. Makati Ave., Makati City.
5. No down-payment or advanced payment.
6. Price quotation with incomplete documentary requirement shall not be considered for evaluation.

Documentary Requirements:

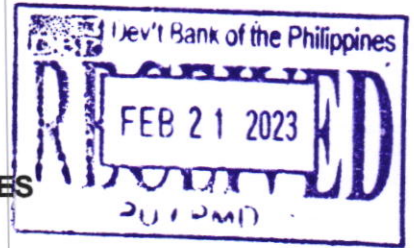
- Proof of PhilGEPS Registration;
- Mayor's/Business permit for the current year;
- Omnibus Sworn Statement (For ABC's above P50K);
- Business/Income Tax Return (For ABC's above P500K);
- Samples/Brochure/Data Sheet, as necessary and/or other documents as specified in the TOR / SOW / TS.

For submission of proposal and any inquiry, you may contact the following personnel:

MELBA V. BERMUDEZ / mvbermudez@dbp.ph / 8818-9511 local 2602

Note:

Submitting your proposal/quotation to DBP signifies that you have read and understood the Development Bank of the Philippines' Data Privacy Notice (via <https://www.dbp.ph/dbp-data-privacy-notice/>) and expressly consent to the processing of your personal and/or sensitive personal information in the manner and for the purpose provided in said Notice. You understand and accept that this will include access to personal data and records submitted, which may be regarded as personal and/or sensitive personal data as provided under the Data Privacy Act of 2012.



TECHNICAL SPECIFICATIONS

PROCUREMENT OF MEDIA MONITORING SERVICES

I. Approved Budget for the Contract: Two Hundred Sixty-Four Thousand Pesos (P264,000), inclusive of tax

II. Requirements/ Specifications

The media monitoring service provider shall deliver the following:

- A. Media intelligence services or news monitoring of pre-specified topics published and/ or broadcast over Philippine television, radio, print media (newspapers and magazines), including provincial print publications, online news portals, and social media – Facebook, Instagram, Twitter and YouTube
- B. Data management system

III. Expected Output/ Deliverables

A. Daily news and email reporting of the following topics:

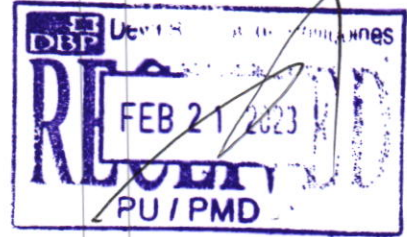
Media	Medium	Topics
Traditional Media	<ul style="list-style-type: none"> • Print (local) <ul style="list-style-type: none"> ○ national broadsheets ○ tabloids ○ magazines • Provincial publications • Online news websites (local) • Television (local) • Radio (AM band) 	<ul style="list-style-type: none"> • Development Bank of the Philippines • DBP • Al Amanah Islamic Investment Bank of the Philippines • AAIIBP • Banking and Finance • The Economy
Social Media	<ul style="list-style-type: none"> • Facebook • Twitter • Instagram • Youtube 	<ul style="list-style-type: none"> • Development Bank of the Philippines • DBP • Al Amanah Islamic Investment Bank of the Philippines • AAIIBP

- B. Digital compilation of all DBP news materials monitored
- C. Media analytics, i.e. computation of advertising and PR value of DBP news stories, exposure in various media
- D. Social listening tool/ sentiment analysis on social media
- E. Timetable: One year after the receipt of the approved purchase order

F. Terms of Payment: To be paid every end of the month

IV. Documents for Submission:

- A. Proposal/Quotation
- B. 2023 Mayor's/Business Permit
- C. Proof of PhilGEPS Registration
- D. Omnibus Sworn Statement



Recommended by:

Signed

AM JAYVEE P. CORTEZ

Acting Head, Media and Advertising Unit
Per Office Order No. 236 dated June 07,
2022

Approved by:

Signed

FVP ZANDRO CARLOS P. SISON

Head, Corporate Affairs Department