



KenGen

**KENYA ELECTRICITY GENERATING COMPANY
LIMITED**

KGN PR-17-2011

**TENDER FOR
ADVERTISING AND MEDIA SERVICES**

Kenya Electricity Generating Co. Ltd (KenGen)
Stima Plaza, Kolobot Road, Parklands
P O BOX 47936, 00100 Nairobi, Kenya
Tel: 254 (020) 3666000 Fax: 254 (020) 2248848
Email: comms@kengen.co.ke
www.kengen.co.ke

March 2011

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TENDER FOR ADVERTISING AND MEDIA SERVICES

The Company invites sealed tenders from eligible applicants (Agency) to provide **Advertising and media services** for the Company.

- i) **The firm will be responsible for developing and executing an effective advertising and media services plan for the company.**

Interested firms may obtain further information from, and purchase the Tender Documents from the office of:-

Supply Chain Manager
Fax No. (254) (020) 3666200
Tel: (254) (020) 3666000
Email: pkimemia@kengen.co.ke
c.c.: ckiara@kengen.co.ke
mjjeru@kengen.co.ke

Where the tender document may be collected upon payment of a non-refundable fee of Kenya Shillings **Three Thousand (KShs.3,000.00)** paid in cash at any KenGen office or through a banker's cheque. The document can also be viewed and downloaded from the website www.kengen.co.ke and the **payment evidence MUST be submitted with the tender document**. Bidders who download the tender document from the website will be required to pay a reduced fee of Kenya Shillings **Two Thousand (KShs.2,000.00)**

Tenders must be accompanied by a Tender security of **Kshs.100,000.00** in the tender documents, and in the format provided.

Tenders **MUST** be submitted in plain sealed envelope clearly marked **“TENDER FOR ADVERTISING AND MEDIA SERVICES”** And addressed to:-

Company Secretary, Legal & Corporate Affairs Director,
Kenya Electricity Generating Company Ltd. (KenGen)
7th Floor, Stima Plaza, Phase III
Kolobot Road, Parklands
P O Box 47936 – 00100
NAIROBI

On or before: **5th April 2011 at 10.00 a.m.**

Tenders will be opened in the presence of the tenderers' representatives who choose to attend on **5th April 2011 at 10.30 a.m.** at our Central Office.

SUPPLY CHAIN MANAGER

GENERAL INFORMATION

1. Kenya Electricity Generating Company Limited (KenGen) is a State Corporation established under the Company's Act.
2. The main objective for which KenGen was formed was to oversee the running of all publicly owned power generation assets and take charge of their rehabilitation, maintenance and development of new ones relating thereto.
3. KenGen is mandated to:-
 - (a) manage all publicly owned power generating assets;
 - (b) co-ordinate the funding and development of new public owned power generating projects
4. KenGen's source of funds is power sales to the Kenya Power and Lighting Company Limited under a power purchase agreement.
5. KenGen proposes to have a Media and Advertising agency for a period of two years, starting July, 2011.

1. INSTRUCTIONS TO APPLICANTS

1.1 Scope of Work

The scope of work shall be to render such services of, **advertising and media services**, as may be requested by KenGen through a Letter of Instructions.

The Agency is expected to provide the following services:

- **Advertising:** The Agency shall prepare the complete strategy and creative for all mass media, viz. television, radio, print et, Concept design and production of TV and radio commercials, Concept design and production of print adverts of different sizes, Outdoor Publicity, Internet Advertising and Direct Marketing
- **Film and Photography**
- **Oversee production of image related TV and radio documentaries as well as print supplements for supporting and enhancing the KenGen Brand and company activities.**
- **Research**
- **Others** – media monitoring, creative designs for corporate giveaways, text translation, music composition, etc.
- **Third Party Costs. All third party costs agreed upon and incurred in course of executing duties assigned to the Agency will require prior approval of the company.**

1.2 Submission of Applications

1.2.1 Submission of applications for qualification must be received in sealed envelopes, which must be either delivered by hand or by registered mail, and be clearly marked “**TENDER FOR ADVERTISING & MEDIA SERVICES**”. KenGen reserves the right to accept or reject applications.

And addressed to:

**Company Secretary, Legal & Corporate Affairs Director
Kenya Electricity Generating Company Limited,
7th Floor Stima Plaza, Phase III
Kolobot Road, Parklands
P.O. Box 47936, 00100, GPO
NAIROBI**

KenGen reserves the right to accept or reject applications.

(b) “The Invitation for tenders (IFT) and the words: “DO NOT OPEN BEFORE 5TH APRIL 2011 AT 10.30 A.M.”

12. Deadline for Submission of Tenders

12.1 Tenders must be received by the Procuring entity not later than **5th April 2011 at 10.00 a.m.**

12.2 The Procuring entity may, at its discretion, extend this deadline for the submission of tenders by amending the tender documents, in which case all rights and obligations of the Procuring entity and candidates previously subject to the deadline will thereafter be subject to the deadline as extended.

13. Modification and Withdrawal of Tenders

13.1 The tenderer may modify or withdraw its tender after the tender's submission, provided that written notice of the modification, including substitution or withdrawal of the tenders, is received by the Procuring prior to the deadline prescribed for submission of tenders.

13.2 The Tenderer's modification or withdrawal notice shall be prepared, sealed, marked, and dispatched. A withdrawal notice may also be sent by cable, but followed by a signed confirmation copy, postmarked not later than the deadline for submission of tenders.

13.3 No tender may be modified after the deadline for submission of tenders.

13.4 No tender may be withdrawn in the interval between the deadline for submission of tenders and the expiration of the period of tender validity specified by the tenderer on the Tender Form.

1.2.2 All the information requested for qualification shall be answered in full.

1.2.3 Failure to provide information which is essential to evaluate the Applicant's qualifications or to provide timely clarification or substantiation of the information supplied may result in disqualification of the Applicant.

1.3 Qualification Criteria

1.3.1 Consideration will be based on meeting all the following minimum criteria regarding the Applicant's general and particular experience, personnel and equipment capabilities, and financial position, as demonstrated by the Applicant's responses in the forms attached. KenGen reserves the right to waive minor deviations, if they do not materially affect the capability of an applicant to perform any services that may be requested for as a result of this qualification.

The Applicant MUST meet the following minimum criteria:

1.3.2 Certification and References

The Applicant must be duly registered either as a company or a business entity and also provide the following:-

- a) a copy of Certificate of Registration or Incorporation;
- b) a copy of license under the Advertising Act;
- c) a copy of valid membership certificate of the APA /Advertising and media services Society of Kenya/Marketing Society of Kenya or any other relevant body;

- d) references from senior management staff of two major manufacturing/service companies; where the applicant has offered service in the last 5 years.
- e) Description and cost of the service offered in (e)

1.3.3 **Personnel Capabilities**

The Applicant must have suitably qualified key personnel. Please supply information as per the attached Form No. 4.4

1.3.4 **Equipment Capabilities**

The Applicant should own, or have assured access to (through hire, lease, purchase agreement or other means) key facilities/equipment in full working order, artwork studios which will be available for use in any works that may be given to the Applicant. The Applicant may also list alternative equipment or facilities, which he would propose for the services (see attached Form No. 4.5)

1.3.5 **Credit Facilities with Media Houses**

Applicants must have proof of good record in payment and credit levels with major Media Houses including and not limited to Nation Group, the Standard Group, Kenya Broadcasting Corporation. **Please supply rating letters.**

1.3.6 **Litigation History**

The Applicant should provide accurate information on any litigation or arbitration or complaints pending before Committee or any other forum resulting from his professional practice over the last ten years. KenGen reserves the right to carry out independent investigation to verify the accuracy of the information so provided.

1.3.7 **General**

- (i) Only firms that have been qualified under this procedure will be invited to provide the services aforesaid.
- (ii) KenGen reserves the right to:-
 - a) amend the scope and value of any services to be provided;
 - b) select the firms to be invited to bid or to be issued with a Letter of Instructions without assigning a reason for such selection;
 - c) reject or accept any application; and
 - d) cancel the qualification process and reject all applications.
- (iii) KenGen shall neither be liable for any such actions nor be under any obligation to inform the Applicant of the grounds for them.

- (iv) KenGen is not bound to issue a Letter of Instruction or to invite a bid from all or any of the qualified Advertising Agents.
- (v) Applicants will be advised in writing, within **thirty (30)** days of the date for submission of applications, of the result of their application, and the names of the qualified applicants, without assigning any reason for KenGen's decision.

1.4 Technical Evaluation Criteria

The numbers of points to be given under each of the evaluation criteria are:

	CRITERIA	SCORE (%)
1	Certification and References (Attach copies of certificates as per 1.3.2)	25
2	Personnel capabilities	25
3	Designing and equipment capabilities	20
4	Credit facilities with media houses	15
5	Litigation history	15
	TOTAL	100%

The minimum technical score required to pass is 70 points.

A tender shall be rejected at this stage if it fails to achieve the above minimum technical score.

Letter of Application

[letterhead paper of the Applicant, including full postal address, telephone no., fax., e-mail address., and cable address]

Date:.....

To: Kenya Electricity Generating Company Limited (KenGen)
P.O. Box 47936, 00100
Nairobi

Sirs,

1. Being duly authorized to represent and act on behalf of
(hereinafter “the Applicant”), and having reviewed and fully understood all the qualification information provided, the undersigned hereby apply to be qualified by yourselves as Advertising and Media Services Consultants to render such services to KenGen as and when the need arises.
2. Attached to this letter are copies of original documents defining:
 - (a) the Applicant’s legal status;
 - (b) the principal place of business; and
 - (c) the place of incorporation; or
the place of registration and the nationality of the owners (for applicants who are partnerships or individually-owned firms).
 - (d) such documents as are required under 3.2.

KenGen and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the statements, documents, and information submitted in connection with this application, and to seek clarification from our bankers and clients regarding any financial and technical aspects. This Letter of Application will also serve as authorization to any individual or authorized representative of any institution referred to in the supporting information, to provide such information deemed necessary and requested by yourselves to verify statements and information provided in this application, or which regard to the resources, experience, and competence of the Applicant.

2. APPLICATION FORM

4.1 General Information

All applying firms are requested to complete the information in this form

1.	Name of firm	
2.	Head office address -----	
3.	Telephones: 1. 2. 3.	Contact Person
4.	Fax: 1. 2.	E-mail address
5.	Place of incorporation	Year of incorporation/registration

4.2 General Experience Record

Name of Applicant

All applying firms to complete the information in this form. The information supplied should be on the jobs undertaken by the applicant.

Principal Clients		
Client	No. of Assignments	Nature of Assignments generally
1.		
2.		
3.		
4.		
5.		

4.3 Clients Information

Name of Applicant

Use a separate sheet for each contract.

1.	Name of Client
2.	Client address
3.	Nature of services –
4.	Assignment role (check one) Sole PR Consultancy <input type="checkbox"/> Sole PR Consultan <input type="checkbox"/> Sole Advertising Agency <input type="checkbox"/> Lead Advertising Agend <input type="checkbox"/> Partnering Age <input type="checkbox"/>
5.	Value of the contract and professional fees charged
6.	Date of engagement
7.	Date of completion of the services

4.5 Equipment Capabilities

Name of Applicant

The Applicant shall provide adequate information to demonstrate clearly that it has the capability to meet the requirements of any engagement that may be requested for.

Item of equipment	
Creative/originatio n Studio	1. When it was put up
	2. Capacity
Current status	3. Current location
	4. Details of current commitments -----
Source	5. Indicate source of the studio equipment <input type="checkbox"/> Owned <input type="checkbox"/> Rented <input type="checkbox"/> Leased

4.6 Financial Capability

Name of Applicant or partner of a joint venture

*Applicants should provide financial information to demonstrate that they meet the requirements stated in the Instructions to Applicants. Each applicant must fill in this form. If necessary, use separate sheets to provide complete banker information. **Attach copies of Audited accounts for the last 2 years.***

Banker	Name of banker	
	Address of banker -----	
	Telephone 1. 2. 3.	Contact name and title
	Fax 1. 2.	E-mail address

Summarize actual assets and liabilities in Kenya Shillings equivalent for the previous two years. Based upon known commitments, summarize projected assets and liabilities in Kenya Shillings equivalent for the next two years.

Financial information in Kshs. equivalent	Actual: Previous two years		Projected: Next two years	
	1.	2.	3.	4.
1. Total assets				
2. Current assets				
3. Total liabilities				
4. Current liabilities				

Attach audited financial statements for the two years.

4.8 REFERENCES

KenGen and its authorized representatives may contact the following persons for further information²:

<i>General and managerial inquiries</i>	
Contact 1	Telephone 1
Contact 2	Telephone 2

<i>Personnel inquiries</i>	
Contact 1	Telephone 1
Contact 2	Telephone 2

<i>Technical inquiries</i>	
Contact 1	Telephone 1
Contact 2	Telephone 2

<i>Financial inquiries</i>	
Contact 1	Telephone 1
Contact 2	Telephone 2

5. TENDER SECURITY FORM
(To be on the Letterhead of the Bank)

Whereas _____ (hereinafter called “the Tenderer”) has submitted its tender date _____ for the provision of _____ (hereinafter called “the Tender”). KNOW ALL PEOPLE by these presents that WE

of _____ (hereinafter called “the Bank”), are bound unto _____ (hereinafter called “the Employer”) in the sum for which payment well and truly to be made to the said Employer, the Bank binds itself , its successors, and assigns by these presents. Sealed with the Common Seal of the said Bank this _____ day of _____ 2011.

THE CONDITIONS of this obligation are:

1. If the Tenderer withdraws its Tender during the period of tender validity specified by the Tenderer on the Tender Form; or
2. If the Tenderer, having been notified of the acceptance of its Tender by the Employer during the period of tender validity:
 - (a) fails or refuses to execute the Contract Form, if required; or
 - (b) fails or refuses to furnish the performance security, in accordance with the Instructions to Tenderers;

We undertake to pay to the Employer up to the above amount upon receipt of its first written demand, without the Employer having to substantiate its demand, provided that in its demand the Employer will note that the amount claimed by it is due to it, owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions.

This guarantee will remain in force up to and including thirty (30) days after the period of tender validity, and any demand in respect thereof should reach the Bank not later than the above date.

(Signature of the Bank)

6. CONTRACT FORM

THIS AGREEMENT made the _____ day of _____ 2011 between **Kenya Electricity Generating Company Limited** of Kenya (hereinafter called “the Employer”) of the one part and _____ (hereinafter called “the Contractor”) of the other part:

WHEREAS the Employer invited tenders for certain parts for, viz., Services and has accepted a tender by the Contractor for the provision of the services in the sum of _____ (words) _____ (figures) (hereinafter called “the Contract Price”).

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

1. In this Agreement words and expressions shall have the same meanings as are respectively assigned to them in the Conditions of Contract referred to.
2. The following documents shall be deemed to form and be read and construed as part of this Agreement, viz.:
 - (a) the Tender Form and the Price Schedule submitted by the Tenderer;
 - (b) the Schedule of Requirements;
 - (c) the General Conditions of Contract;
 - (d) the Special Conditions of Contract; and
 - (e) the Employer’s Notification of Award.
3. In consideration of the payments to be made by the Employer to the Contractor as hereinafter mentioned, the Contractor hereby covenants with the Employer to provide the services and to remedy defects therein in conformity in all respects with the provisions of the Contract
4. The Employer hereby covenants to pay the Contractor in consideration of the provision of the parts for services and the remedying of defects therein, the Contract Price or such other sum as may become payable under the provisions of the contract at the times and in the manner prescribed by the contract.

IN WITNESS whereof the parties hereto have caused this Agreement to be executed in accordance with their respective laws the day and year first above written.

Signed
for the Employer in the presence of:

7. PERFORMANCE SECURITY FORM

(To be in the letterhead of the Bank)

To: Kenya Electricity Generating Company Limited
Stima Plaza Phase III, Kolobot Road, Parklands
P.O. Box 47936-00100
NAIROBI, KENYA

WHEREAS*[name of tenderer]* (hereinafter called “the tenderer”) has undertaken, in pursuance of Contract No. _____ *[reference number of the contract]* dated _____ 2011 **Tender for Advertising and media services Advertising and media services Agency** (hereinafter called “the Contract”).

AND WHEREAS it has been stipulated by you in the said Contract that the tenderer shall furnish you with a bank guarantee by a reputable bank for the sum specified therein as security for compliance with the Tenderer’s performance obligations in accordance with the Contract.

AND WHEREAS we have agreed to give the tenderer a guarantee:

THEREFORE WE hereby affirm that we are Guarantors and responsible to you, on behalf of the tenderer, up to a total of **Kshs.100,000.00 (One Hundred Thousand Kenya Shillings)**
[amount of the guarantee in words and figures],

and we undertake to pay you, upon your first written demand declaring the tenderer to be in default under the Contract and without cavil or argument, any sum or sums within the limits of.....

.....
[amount of guarantee] as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

This guarantee is valid until the _____ day of _____ 2011.

Signature and seal of the Guarantors

[name of bank or financial institution]

[address]

[date]

8. MANDATORY CONFIDENTIAL BUSINESS QUESTIONNAIRE
(Must be filled by all applicants or renderers' who choose to participate in this tender)

Name of Applicant (S)

.....

You are requested to give the particulars in Part 1 and either Part 2 (a), 2 (b) or 2 (c), whichever applies to your type of business. Part 2 (d) to part 2(i) must be filled.
 You are advised that giving wrong or false information on this Form will lead to automatic disqualification / termination of your business proposal at your cost.

Part 1 – General

Business Name:.....Certificate of Incorporation / Registration No.
 Location of business premises:
 Country Physical address
 Town Building.....
 Floor.....Plot No.
 Street / Road Postal Address
 Postal / Country Code..... Telephone No's
 Fax No's. E-mail address
 Website
 Contact Person (*Full Names*) Direct / Mobile No's.
 Title Power of Attorney (**Yes / No**) \

If **Yes**, attach written document.
 Nature of Business (*Indicate whether manufacturer, distributor, etc*)

(Applicable to Local suppliers only)
 Local Authority Trading License No. Expiry Date
 Value Added Tax No.....

Value of the largest single assignment you have undertaken to date (*US\$/KShs*)
 Was this successfully undertaken? **Yes / No**.(If **Yes**, attach reference)
 Name (s) of your banker (s)

 Branches Tel No's.

Part 2 (a) – Sole Proprietor

Full names
 Nationality..... Country of Origin.....
 *Citizenship details
 Company Profile (*Attach brochures or annual reports in case of public*)

Part 2 (b) – Partnerships

Give details of partners as follows:

<u>Full Names</u>	<u>Nationality</u>	<u>Citizenship Details</u>	<u>Shares</u>
1.
2.
3.....
4.....

Company Profile(*Attach brochures*)

Part 2 (c) – Registered Company

Private or public

Company Profile(Attach brochures or annual reports in case of public companies)

State the nominal and issued capital of the Company

Nominal KShs

Issued KShs

List of top ten (10) shareholders and distribution of shareholding in the company.

Give details of all directors as follows:-

<u>Full Names</u>	<u>Nationality</u>	<u>Citizenship Details</u>	<u>Shares</u>
1.....
2.....
3.....
4.....

Part 2 (d) – Debarment

I/We declare that I/We have not been debarred from any procurement process and shall not engage in any fraudulent or corrupt acts with regard to this or any other tender by KenGen and any other public or private institutions.

Full Names

.....

Signature

Dated this day of 2011.

In the capacity of

Duly authorized to sign Tender for and on behalf of

Part 2 (e) – Criminal Offence

I/We, (Name (s) of Director (s)):-

- a)
- b)
- c)
- d)

have not been convicted of any criminal offence relating to professional conduct or the making of false statements or misrepresentations as to its qualifications to enter into a procurement contract within a period of three (3) years preceding the commencement of procurement proceedings.

Signed

For and on behalf of M/s

In the capacity of

Dated this day of 2011.

Suppliers’ / Company’s Official Rubber Stamp

Part 2 (f) – Conflict of Interest

I/We, the undersigned state that I / We have no conflict of interest in relation to this procurement:

- a)
- b)
- c)
- d)

For and on behalf of M/s

In the capacity of

Dated this day of 2011

Suppliers’ / Company’s Official Rubber Stamp

Part 2 (g) – Interest in the Firm:

Is there any person / persons in KenGen or any other public institution who has interest in the Firm? Yes / No?

..... (Delete as necessary) Institution

Other Requirements:

- i. *Credit facilities with Media Houses - The agency must show proof of good record in payment and credit levels and facilities with all the major media houses including Royal Media Services, KBC, Nation Media Group, Standard Group, and Radio Africa. All relevant documents should be attached as Appendix C.*

Addition information in the Technical Proposal should include the following:

- A. *Agency introduction and specific experience of the agency related to the assignment*
 - I. *General experience and understanding of the assignment*
 - II. *Experience and performance based on other relevant clients who the agency has served.*
 - III. *Experience/knowledge of issues relevant to KenGen*
 - IV. *Advertising agency/media consultancy management capacity.*
- B. *Adequacy of proposed work plan and methodology*
 - I. *Ability to achieve tight deadlines and flexibility in meeting clients' needs should be demonstrated*
- C. *Major clients handled.*
General Technical qualifications and experience of staff as per the attached Form No. 4.4
- D.

PLEASE NOTE

1. ***Information on Pricing must be provided separately KenGen will pay for media services based on the published rate card of the particular media house.***

KenGen will not pay any retainer for this service.

APPENDIX A –BIDDING SCHEDULE AND INFORMATION ADVERTISING & MEDIA SERVICES - Bidders must quote for all services specified in this section (Kindly adhere to this schedule of pricing)

	ITEM (A)	DESCRIPTION(B)	AGENCY INPUT(C)	KenGen INPUT(D)	FREQUENCY/ NUMBER (E)
<i>MEDIA CAMPAIGNS/ADVERTISEMENTS</i>					
1	Corporate notices	Basic design (normally on a pre-designed template) of notices such as planned power outages, tenders, jobs, annual accounts, etc. The notices vary in size from one eighth of an A3 page to a full page.	Design and media placement of notices. Monitoring and reporting on all placements.	To provide subject material in soft format. Approvals.	At least one notice on a weekly basis
2	High quality comprehensive and integrated corporate media campaigns	Conceptualization, creative design and high quality production of various multifaceted media campaigns – i.e. for placement in print, radio and television media. etc.	Deliver a full campaign utilizing high quality manpower, venues, resources (cameras, editing equipment, etc.) and other inputs. Delivery of complete campaign(s) to various media houses and client in suitable electronic format. Monitoring and reporting on all placements.	Assignment brief; approvals.	Approximately two to four campaigns per annum.
3	High quality Corporate Print Advertising	Conceptualization, creative design and high quality production of various corporate adverts for placement in print media. etc.	Deliver a complete advert utilizing high quality manpower, venues, resources (cameras, editing equipment,	Assignment brief; approvals.	Approximately 12 adverts per annum.

			etc.) and other inputs. Delivery of complete advert(s) to various media houses and client in suitable format. Monitoring and reporting on all placements.		
4	High quality Corporate electronic Advertising	<p>Conceptualisation, creative design and high quality production of electronic commercials for placement in radio and TV media as follows:</p> <ul style="list-style-type: none"> a) five seconds, b) 10 seconds, c) 30 seconds, d) one minute (<i>Quote for both radio and TV</i>) 	<p>Deliver a complete advert utilizing high quality manpower, venues, resources (cameras, editing equipment, etc.) and other inputs. Delivery of complete advert(s) to various media houses and client in suitable electronic formats. Monitoring and reporting on all placements.</p>	Assignment brief; approvals.	<i>Approximately five to six adverts per annum.</i>
PHOTOGRAPHY					
5	Photography	High quality, high resolution computerised photography for calendars, newsletters, annual reports and advertising campaigns.	Hiring of suitable models, cameras, crew, location and delivered to KenGen in a suitable electronic or other format.	Brief; all approvals	About once a year
6	High quality filming, e.g. for commercials	High quality, high resolution computerised filming for commercials	Hiring of suitable models, cameras, crew, location and delivered to KenGen in a	Agency brief; all approvals	About 3-5 times per annum.

			suitable format.		
9	Media Monitoring	Electronic daily monitoring of the entire print and electronic media to reveal information on KenGen; monthly and quarterly evaluation and analysis of the same; to formulate a Media Perception Index (MPI).	Daily media reports and analysis delivered in a suitable format to KPLC by 8am. Analysis of the media reports; MPI evaluation	Agency brief; approvals.	Daily
		RESEARCH			
		Countrywide corporate reputation index (CRI).	A comprehensive countrywide research covering Nairobi, Mombasa, Kisumu, Eldoret, Nakuru, Nyeri, culminating in an in-depth report and recommendations.	Agency brief; relevant background information and logistical support; approvals.	Once a year
	OTHERS				
8	Music/song composition	Special theme song(s) for various campaigns	Sourcing of musician(s) and supervision of composition and recording of music.	Agency briefing; approvals.	1 – 2 times a year
	TOTAL WEIGHTED PRICE				

The Advertising services agency will be asked from time to time to give **creative proposals and media and advertising strategies**. Some of these costs **may not be quantifiable** noting each campaign may be different. The following are however costs that applicants should quantify:-

BID SCHEDULE

Television and Radio Commercials

TV	KSH	RADIO	KSH
5"		4"	
10"		10"	
30"		30"	
60"		60"	

Notices Layout

<p>Company press notices have a set layout and minimal charges are expected for typesetting, etc. Client does not expect any creativity charges.</p>	
Layout/Artwork	KSh

Booking charges

<p>Will the applicant charge the client any extra commission a part from those quoted in the media's rate card charge?</p>	
Yes <input type="checkbox"/>	No <input type="checkbox"/>
<p>If yes, what percentage?</p>	

Commissions

Will the applicant pass any part of commissions awarded by the media to the client?	
Yes <input type="checkbox"/>	No <input type="checkbox"/>
If yes, what percentage?	

Corporate Adverts

Creative Design for Adverts & Publications	KSH PER UNIT/HOURLY/ DAILY COST	TAX %
Concept		
Copy Writing		
Script Writing		
Design		
Illustrations		
Artworks		
Colour Separations		
Graphics		
Artistes		
Models		
Music		
Others (specify)		

Corporate Adverts

Booking of Advertisements in the Media	Tax %
Will the applicant charge the client any extra commission a part from those quoted in the media's rate card charge?	

Yes	No	
If yes, specify amounts/percentage		

Photography

i) Photography Fee

ITEM	KSH	TAX %
Professional fee per function/hour		
Daily per diem for photographer		

ii) Studio Photography Fee

ITEM	KSH	TAX %
Professional fee per hour		

iii) Photographs

ITEM/SIZE	COLOUR	KSH	BLACK & WHITE	KSH	TAX %
Passport photo per unit					
4" x 6" photo per unit					
5" x 7" photo per unit					
8" x 10" photo per unit					
11" x 14" photo per unit					
Contact Sheet (s) per unit					
Slides 35mm					
Slides 120mm					

Television and Radio Music

TV	KSH	RADIO	KSH
5''		4''	
10''		10''	
30''		30''	
60''		60''	