

TERMS OF REFERENCE

LED BILLBOARD ADVERTISING IN CHENGDU

I. BACKGROUND

- A. Period of advertising placement: February to March 2021
- B. Duration: Four (4) weeks
- C. Format: Video and/or static image

II. PURPOSE/OBJECTIVES

- To provide destination information directly to the family market through strategically placed LED billboards in Chengdu
- To maintain presence of the Philippines in the Chengdu market and prep the market for the eventual return of the direct flights to the Philippines during the recovery period

III. MINIMUM REQUIREMENTS FOR SUPPLIERS

- A. Must be a registered and licensed/accredited advertising agency in Chengdu
- B. Must have a wide network of commercial buildings and advertising spots/areas in central Chengdu
- C. Must be flexible on payment terms

IV. SCOPE OF WORK/DELIVERABLES

- Release or publish advertising materials based on agreement
- Aid PDOT-Beijing Office in ensuring that advertising materials and all its contents and its publication do not infringe any local laws
- Process all documentary requirements for the advertising placements in the chosen or appointed commercial and residential buildings

V. BUDGET FOR THE CONTRACT

**USD 66,851.85 or its RMB equivalent
based on current foreign currency exchange rate inclusive of taxes**

NOTE: *The winning bid however, shall be determined based on the proposal with the most advantageous financial package cost, provided that the amount of bid does not exceed the above total budget.*

VI. PROJECT OFFICER/CONTACT PERSON

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