

# Tender For TV Media Buying

**Deadline for bid submission: 2 August 2006 by 18:00 hours**

## Subject of the Tender:

1. Subject of this Tender is award of contract for TV Media Buying.

2. Offers need to be delivered according to the following specification:

- Broadcasting of two (2) TV spots emphasizing the importance of going to the elections, each duration of 30 seconds at prime times on: **BHT1, FTV, RT RS, TV Pink, Mreza Plus, OBN.**
- Target audience are citizens of 18+ age, with focus on age of 18-35 so that 70% of broadcasts should include prime times for this target sub-group as well.
- Broadcasting should be in period of **14 – 30 September 2006.**
- TV spots should be broadcasted simultaneously and with same ratio in number of broadcasts (50%-50%).
- Budget breakdown should be based on the following split of the total number of airings:

1. **BHT1** (aprox. 10 % – of total number of airings)
2. **FTV** (aprox. 25 % – of total number of airings)
3. **RT RS** (aprox. 20 % – of total number of airings)
4. **TV Pink** (aprox. 25 % – of total number of airings)
5. **Mreza Plus** (aprox. 10% – of total number of airings)
6. **OBN** (aprox. 10 % – of total number of airings)

3. *Budget available is **185,800.00 KM (without VAT).***

## **Instructions to bidders:**

1. By taking part in this Tender, bidders confirm that they are registered for performing of business which is subject of this Tender.
2. Offers must include the following:
  - broadcasting schedule (printed and electronic version),
  - number of broadcasts per station and in total,
  - information on position of TV spot within proposed time of broadcast (e.g. before, after or block cut of the proposed TV program),
  - information on form and contents of the final report,
  - budget and payment terms.
3. OHR will pay VAT in accordance with the Law on VAT.
4. Prices must be in KM (Convertible Marks). OHR payment terms are bank transfer within 30 days from the date of delivery. Please note that should you request an advance payment you will need to provide advance bank guarantee.
6. **Offers should be delivered in sealed envelope marked "Media Buying" latest by Wednesday, 2 August 2006 by 18:00** at the following address:

**OHR**

**Logistics Section**

**Emerika Bluma 1, 71000 Sarajevo**

**Incomplete and late offers will not be considered.**

7. Offers will be reviewed based on number and time of broadcastings on each station.

OHR reserves the right to end the Tender without awarding the contract.

OHR will not bear any costs of bidders in process of

preparation of offer.