

# Tender for Media Buying

Deadline for bid submission: 21 March 2005 by 18:00 hours

## Subject of the Tender:

1. Subject of this Tender is award of contract to one or more suppliers for TV and Radio Media Buying.
2. Proposals need to be delivered according to the following specification:

### LOT 1: TV Media Buying

- Broadcasting of two (2) TV spot that promote single structure of policing, each duration of 30 seconds at prime times on: **BH1, FTV, RT RS, TV Pink, Mreza Plus.**
- Broadcasting should be in period of **31 March – 20 April 2005.**

*First TV spot “A” should be broadcasted from **31 March – 6 April**; and both TV spots, “A” and “B”, should be broadcasted simultaneously from **7 – 20 April 2005.***

- *Budget available is **120,000 KM***

### LOT 2: Radio Media Buying

- Broadcasting of three (3) radio jingles that promote single police structure: two jingles duration of 30 seconds each, one jingle duration of 45 seconds, at prime times on:

Radio Q,	Radio Bobar,	JP Tuzlanskog kantona,
Radio Valentino Orasje,	Radio Osvit,	Radio Bratunac,
Radio Zenica,	Radio Step,	Radio Brcko (Brcko Distrikt),
Radio OSM Pale	RT RS,	RTV Gradiska,
BIG radio	RT BN	IPC Kozarski vjesnik
Radio Prnjavor,	RTV USK	Radio Livno,
Radio Pegaz,	Radio Korona,	Radio Drvar,
Radio Mostar,	Radio Ljubuski	Radio postaja Mostar,
Radio Istocno Sarajevo,	BH Radio 1,	Radio Stari grad,
Radio Federacije,	Radio Gorazde,	Radio Visegrad,
Radio Foca,	HRT Kiseljak	Radio Doboј

- Broadcasting of all three jingles should be in period of **31 March – 20 April 2005.**
- *Budget available is **24, 000 KM***

### **LOT 3: TV Media Buying**

- Broadcasting of TV spot that promotes Employers Association B&H, duration of 12 seconds at prime times on: **BH1, FTV, RT RS, TV Pink, Mreza Plus.**
- Broadcasting should be in period of **31 March – 20 April 2005.**

- Budget available is **45,000 KM**

### **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. Marketing agency can submit proposal for all or any of the Tender sections (LOT ).
3. Proposal must include the following:
  - broadcasting schedule,
  - number of broadcasts per station and in total,
  - budget and payment terms.
4. OHR, as diplomatic organization, is exempt from payment of all taxes and duties.
5. 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 a bank guarantee.
6. **Proposal should be delivered in sealed envelope marked "Media Buying" latest by Monday, 21 March 2005 by 18:00** at the following address:

**OHR**

**Logistics Section**

**Emerika Bluma 1, 71000 Sarajevo**

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

7. Proposal 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 for any LOT.

OHR will not bear any costs of bidders in process of preparation of proposal.