 **TERMS OF REFERENCE**

**I. REQUIREMENT:**

**PROCUREMENT OF ADVERTISING SERVICES IN A REPUTABLE TRAVEL INDUSTRY DIGITAL PLATFORM/WEBSITE WITH NEW ZEALAND SUBSCRIBERS**

**II. OVERALL OBJECTIVE**

To raise awareness of the Philippines as a fun holiday destination for New Zealand travellers and encourage them to consider the Philippines for their next travel destination.

**III. DELIVERABLES**

Position 4 advertisements on the main travel page with click through to Philippine Department of Tourism Australia & New Zealand’s website for a period of 3 months.

PDOT will supply ready artwork.

**IV. SUPPLIER QUALIFICATION**

Consumer-based travel industry digital magazine in New Zealand with at least 50,000 subscribers and has been in the same business for at least 5 years.

# V. PROJECT DURATION

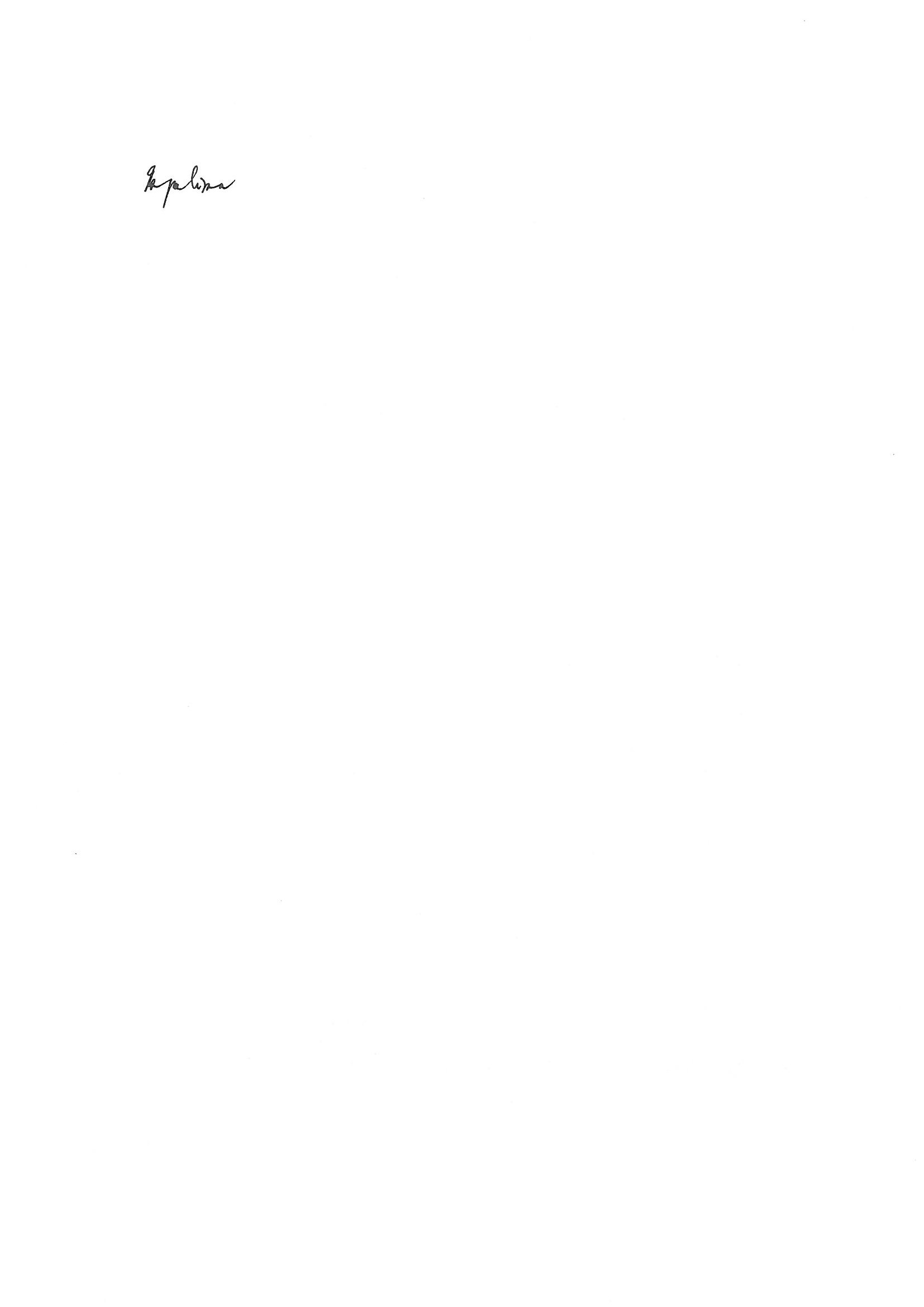
Three months

**VI. BUDGET:** Total of NZD 9,000

# VII. PAYMENT PROCEDURE

Remittance to nominated bank account

**Prepared by:**



**ELEANOR A. PALIMA**

**Philippine Department of Tourism - Sydney**