



TERMS OF REFERENCE

I. REQUIREMENT: PROCUREMENT OF ADVERTISING SERVICES IN A TRAVEL PUBLICATION

II. OBJECTIVES

1. To drive registration and participation of Australia and New Zealand travel agents in the Philippine Department of Tourism's e-learning program; and
2. To heighten awareness of the Philippines as an ideal holiday destination

III. DELIVERABLES

The winning bidder will deliver the following:

1. 4X weeks of MREC on homepage
2. 15X MREC placements in newsletter
3. 3X social media posts
4. Screen shots of the advertisements

PDOT will supply ready artwork.

IV. SUPPLIER QUALIFICATION

Travel industry publication with Australia and New Zealand subscribers, with average unique monthly visitors of at least 60,000 and has been in the same business for at least 5 years

V. PROJECT DURATION

Four weeks campaign period from 30 November 2021.

VI. BUDGET: Total of \$7,000.00

VII. PAYMENT PROCEDURE

Remittance to nominated bank account

Prepared by:

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