



TERMS OF REFERENCE

I. REQUIREMENT: PROCUREMENT OF ADVERTISING SERVICES IN PRINT AND DIGITAL PLATFORM OF A NEW ZEALAND TRAVEL MAGAZINE

II. OBJECTIVES

1. To advertise the Philippines as a holiday destination in a trusted consumer-based travel magazine in New Zealand; and
2. To consistently promote the Philippines through relevant content to make the Philippines front of mind for the New Zealand market.

III. DELIVERABLES

The winning bidder will deliver the following:

1. X2 digital advertising spots, one on homepage and one on content page continuously for 6 months;
2. X2 full colour print advertisement in Spring and Summer editions of the magazine;
3. X1 dedicated Philippine travel editorial to be approved by PDOT before its release;
4. Supply PDOT with at least 2 copies of the published magazines; and
5. Screen shots of the digital advertising on the magazine's website.

PDOT will supply ready artwork.

IV. SUPPLIER QUALIFICATION

Consumer-based travel magazine in New Zealand with average circulation of at least 10,000 per quarter and has been in the same business for at least 5 years.

V. PROJECT DURATION

Six months campaign period from July to December 2021.

VI. BUDGET: Total of NZ 20,000.00

VII. PAYMENT PROCEDURE

Remittance to nominated bank account

Prepared by:

ELEANOR A. PALIMA
Philippine Department of Tourism - Sydney