**ANNEX II**

**LRPS - 2021- 9164482**

**Long Term Arrangement (LTA)**

**Media Placement and Buying Agency**

**PRICE PROPOSAL FORM – RESPONSE FORMAT**

### I. PROFESSIONAL FEE

Provide breakdown for each individual

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Quantity** | **Number of days** | **Unit Cost** | **Total Cost** |
| Director | 1 |  |  |  |
| Account Director | 1 |  |  |  |
| Account Manager | 1 |  |  |  |
|  |  |  |  |  |
| Others |  |  |  |  |
| **Total Fees** |  |  |  |  |

**II. OUT OF POCKET EXPENSES**

Please modify lines and additional lines, if required. These budget lines are illustrative.

Please provide detailed breakdown.

Year 1

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Description** | **Quantity** | **Freq** | **Unit Cost** | **Total Cost** |
| Loose spot radio PSA 60s | 55 cities in 34 provinces | 12 days per month |  |  |
| TVs 60s | 2 TV stations | 4 days per month |  |  |
| Print  Quarter page advertorial in newspaper | 55 cities in 34 provinces | 5 days per month |  |  |
| **Total Projected Out of Pocket Expenses** |  |  |  |  |

Year 2

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Description** | **Quantity** | **Freq** | **Unit Cost** | **Total Cost** |
| Loose spot radio PSA 60s | 55 cities in 34 provinces | 12 days per month |  |  |
| TVs 60s | 2 TV stations | 4 days per month |  |  |
| Print  Quarter page advertorial in newspaper | 55 cities in 34 provinces | 5 days per month |  |  |
| **Total Projected Out of Pocket Expenses** |  |  |  |  |

Year 3

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Description** | **Quantity** | **Freq** | **Unit Cost** | **Total Cost** |
| Loose spot radio PSA 60s | 55 cities in 34 provinces | 12 days per month |  |  |
| TVs 60s | 2 TV stations | 4 days per month |  |  |
| Print  Quarter page advertorial in newspaper | 55 cities in 34 provinces | 5 days per month |  |  |
| **Total Projected Out of Pocket Expenses** |  |  |  |  |

**III. PROPOSED PAYMENT SCHEDULE**

|  |  |  |
| --- | --- | --- |
| Number | Clearly Identifiable Deliverable/ Interim Output | % of total Contract Value Proposed |
|  | Media Placement Strategy |  |
|  | Media placement (based on TOR) |  |
|  | Final Performance Report |  |
|  |  |  |

Date : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Name : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Address : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone &Fax No. : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signed & Stamped : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name & Title : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_