

**LAND BANK OF THE PHILIPPINES**

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**BID BULLETIN NO. 1
For ITB No. 2014-3-243**

PROJECT : **Six (6) Months Out-of-Home Advertisements Via LED Video Wall in NCR - EDSA and Via Billboards in Provincial - NLEX Viaduct, NHW Laguna and Batangas, Mandaue and Davao Cities**

IMPLEMENTOR : **Procurement Department**

DATE : **January 14, 2015**

This Bid Bulletin is hereby issued for the information of the participating bidders on the revision of requirements for the above mentioned project, to wit:

- 1) Terms of Reference (TOR) and Annexes of the TOR have been revised. Please see attached revised TOR (Annexes A1 to A4).
- 2) Section VI (Schedule of Requirements) and Section VII (Technical Specifications) has been revised. Please see attached revised pages 69, 71 and 72.
- 3) Checklist of Bidding Documents has been revised. Please see attached revised page 89.


ALWIN T. REYES
Department Manager
Procurement Department

**TERMS OF REFERENCE
FOR HIRING OF SUPPLIER FOR THE OUT-OF-HOME ADVERTISEMENTS
(LED VIDEO WALL AND BILLBOARDS)**

I. Description and Objective of Project

As we continue to increase the Bank's advertising presence in key cities in the country, we propose the use of LED video walls and billboards as media channels. LED video walls are dynamic platforms for advertisement providing prominent exposure especially in heavy traffic areas in Metro Manila, as well as entertainment and updates on products and services. Billboards are good advertising channels to strengthen provincial awareness as they cost cheaper in provinces but still give prominent exposure.

II. Scope of Work/Service

The suppliers shall install, monitor and be responsible for the maintenance, repair and general upkeep of the advertising displays.

III. Proposed Sites

LED VIDEO WALLS (NCR)	ESTIMATED COST
1. EDSA	645,120
SUBTOTAL	645,120
BILLBOARDS (PROVINCIAL)	
LUZON	
1. Luzon – NLEX Viaduct	1,140,000
2. Luzon – NHW – (Intersection of Laguna and Batangas)	1,650,000
VISAYAS	
1. Mandaue City, Cebu	1,680,000
MINDANAO	
1. Davao City (near SM Davao)	1,075,200
SUBTOTAL	5,545,200
TOTAL	6,190,320

IV. Requirements

Supplier must meet the following:

REQUIREMENTS	LED WALLS (NCR)	BILLBOARD (PROVINCIAL)
1. Traffic count	<ul style="list-style-type: none"> EDSA – at least 250,000 vehicles/day 	<ul style="list-style-type: none"> NLEX Viaduct – at least 120,000 vehicles/day Calamba, Laguna – at least 200,000 vehicles/day Sto. Tomas, Batangas – at least 75,000 vehicles/day Mandaue – at least 35,000 vehicles/day Davao – at least 43,000 vehicles/day
2. Accessibility to LANDBANK branches, government agencies and business establishments	Accessible to the LANDBANK EDSA Greenhills Branch which is near EDSA-Connecticut	Accessible
3. Dimensions	<ul style="list-style-type: none"> EDSA – at least 52.49 ft. x 32.81 ft. or equivalent total area for other orientation 	<p><u>LUZON:</u></p> <ul style="list-style-type: none"> NLEX Viaduct – at least 30 ft. (H) x 40 ft. (W) Luzon – NHW – Laguna (at least 50 ft. x 40 ft.) and Batangas – (double-faced; at least 35 ft. x 40 ft. & 20 ft. x 40 ft.) <p><u>VISAYAS:</u></p> <ul style="list-style-type: none"> Mandaue – at least 60 ft. x 40 ft. <p><u>MINDANAO:</u></p> <ul style="list-style-type: none"> Davao – at least 60 ft. x 40 ft. <p>* Or equivalent total area for other orientation</p>

REQUIREMENTS	LED WALLS (NCR)	BILLBOARD (PROVINCIAL)
4. Distance from other billboards	N/A	200-meter distance
5. No. of spots per day	Minimum of 80 spots per day	N/A
6. Length of Material	15 seconder per spot	N/A
7. No. of operating hours/ No. of hours lighted	6:00 AM – 10:00 PM	Lighted from 6:00 PM – 10:00 PM (or at least 4 hours)
8. Advertising Material	<ul style="list-style-type: none"> • To be provided by LANDBANK • Material can be changed every month or as the need arises 	<ul style="list-style-type: none"> • Layout of material to be provided by LANDBANK • Printing of ad material is inclusive of the cost (i.e. borne by supplier) • Change of material after three (3) months; change of material is inclusive of cost (i.e. borne by supplier)
9. Other requirements	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • In case of damage due to typhoons or other calamities, the supplier will handle the replacement of the material; or in bringing it down and putting it back to prevent damage • CAD will require submission of a 2 x 2-foot-proofing of the actual layout/ material (particularly the portion which bears the LANDBANK Logo) for approval before printing of the actual size

V. Eligibility

CRITERIA	REQUIRED SUPPORTING DOCUMENTS
1. Industry experience – the company must be in existence (legally established) for at least five (5) years	<ul style="list-style-type: none"> • Company profile indicating their background/profile and number of years in the industry • Legal documents that show at least five (5) years in experience (SEC registration, business permit)
2. With a roster of private and government clientele (past and present) that belongs to the top 1000 corporations	<ul style="list-style-type: none"> • List of top three (3) clients (inclusive of bank clients) with references and contact numbers (indicating the years when the work/service were handled for them)
3. Must have satisfactory service for the projects done for the clients	<ul style="list-style-type: none"> • One Certificate from clients for the past three (3) years • One Certificate from existing clients
4. Accreditation	<ul style="list-style-type: none"> • PhilGEPS Registered

VI. Approved Budget

The proposed budget for the project is **6,190,320** (VAT inclusive).

VII. Period of Engagement

The supplier will be tapped for a period of **six (6) months**

VIII. Target Date of Engagement

February 16 to August 16, 2015

IX. Selection

The supplier with the **lowest financial bid** or proposal from among those eligible will be awarded with the contract.

X. Payment Scheme

Payment schedule shall be on a monthly basis.

Section VI. Schedule of Requirements

The delivery schedule expressed as weeks/months stipulates hereafter a delivery date which is the date of delivery to the project site.

Lot No.	Item Description	Quantity	Covered Period and Destination
	Six (6) Months Out-of-Home Advertisements Via LED Video Wall in NCR and Via Billboards in Provincial locations, as follows:		February 16 to August 16, 2015
1	EDSA, Quezon City	1 unit	
2	NLEX Viaduct	1 unit	
3	NHW Calamba City	1 unit	
4	NHW Sto. Tomas	1 unit	
5	Mandaue City	1 unit	
	Davao City		

Conforme: _____
Name of Bidder

Signature Over Printed Name of
Authorized Representative

Position

Technical Specifications

Lot No.	Specification	Statement of Compliance
	<p>Six (6) Months Out-of-Home Advertisements Via LED Video Wall in NCR and Via Billboards in Provincial locations, as follows:</p> <ol style="list-style-type: none"> 1 EDSA, Quezon City 2 NLEX Viaduct 3 NHW Calamba City NHW Sto. Tomas 4 Mandaue City 5 Davao City <p>Other requirements:</p> <p>a) Compliance to the specification of LED video wall and billboard per</p>	<p>Bidders must state below either "Comply" or "Not Comply" against each of the individual parameters of each specification stating the corresponding performance parameter of the items offered.</p> <p>Statements of "Comply" or "Not Comply" must be supported by evidence in a Bidders Bid and cross-referenced to that evidence. Evidence shall be in the form of manufacturer's un-amended sales literature, unconditional statements of specification and compliance issued by the manufacturer, samples, independent test data etc., as appropriate. A statement that is not supported by evidence or is subsequently found to be contradicted by the evidence presented will render the Bid under evaluation liable for rejection. A statement either in the Bidders statement of compliance or the supporting evidence that is found to be false either during Bid evaluation, post-qualification or the execution of the Contract may be regarded as fraudulent and render the Bidder or supplier liable for prosecution subject to the provisions of ITB Clause 3.1(a)(ii) and/or GCC Clause 2.1(a)(ii)</p> <p>Please state here either "Comply" or "Not Comply"</p>

	<p>attached Revised Terms of Reference (TOR) – Annexes A1 to A4</p> <p>b) Submission of the following documents inside the eligibility / technical envelope</p> <ul style="list-style-type: none">• Company profile indicating the bidder's background / profile and number of years in the industry• Previous purchase orders / official receipts or any other documents to show that bidder has five (5) years experience in the business of advertising• List of at least three (3) clients (inclusive of bank clients) with complete addresses, contact persons and contact numbers (indicating the years when the work/services were handled for them)• At least one (1) certificate of satisfactory performance issued by previous client for the past three (3) years• At least one (1) certificate of satisfactory performance issued by an existing client	<p>Please state here either "Comply" or "Not Comply"</p>
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Conforme:

Name of Bidder

Signature Over Printed Name of
Authorized Representative

Position

7. The prospective bidder's computation for its Net Financial Contracting Capacity (sample form - Form No. 5)
8. Company profile indicating the bidder's background and number of years in the industry.
9. Previous purchase orders, official receipt or any other documents to show that bidder has five (5) years experience in the business of advertising.
10. List of at least three (3) clients (inclusive of banks) with complete addresses, contact persons and contact numbers (indicating the years when the work/service were handled for them).
11. At least one (1) certificate of satisfactory performance issued by clients for the past three (3) years.
12. At least one (1) certificate of satisfactory performance issued by an existing client.

Class "B" Document

13. Valid joint venture agreement (JVA), in case the joint venture is already in existence. In the absence of a JVA, duly notarized statements from all the potential joint venture partners stating that they will enter into and abide by the provisions of the JVA in the instance that the bid is successful shall be included in the bid. Failure to enter into a joint venture in the event of a contract award shall be ground for the forfeiture of the bid security. Each partner of the joint venture shall submit the legal eligibility documents. The submission of technical and financial eligibility documents by any of the joint venture partners constitutes compliance.
14. Bid security in the prescribed form, amount and validity period (ITB Clause 18.1 of the Bid Data Sheet);
15. **Revised Schedule VI - Schedule of Requirements with signature of bidder's authorized representative.**
16. **Revised Section VII - Technical Specifications with response on compliance and signature of bidder's authorized representative.**
17. Duly notarized Omnibus Sworn Statement (sample form - Form No.6).
18. Duly notarized Secretary's Certificate attesting that the signatory is the duly authorized representative of the prospective bidder, and granted full power and authority to do, execute and perform any and all acts necessary and/or to represent the prospective bidder in the