

# Technical Specifications

Bidders must state “Comply” in the column “Statement of Compliance” against each of the individual parameters of each “Specifications.”

Item No.	Description	Statement of Compliance
<b>Digital Advertisement for the Communications Campaign Materials of the PCOO – Office of the Global Media and Public Affairs</b>		
1	<p>GOOGLE ADS MANAGEMENT</p> <p>Monthly placement of 16 PCOO image ad campaigns x at least 100,000 impressions per campaign x 5 months</p> <p>Monthly placement of 6 PCOO video ad campaigns x at least 200,000 impressions per campaign x 5 months</p>	
2	<p>FACEBOOK ADS</p> <p>Monthly placement of 16 PCOO image or video ad campaigns x at least 100,000 impressions per campaign x 5 months</p>	
3	<p>INSTAGRAM ADS</p> <p>Monthly placement of 16 PCOO image or video ad campaigns per month x at least 100,000 impressions per campaign x 5 months</p>	
Other requirements:		
Inclusive of Agency management/implementation fees		
Inclusive of Search Engine optimization		
Provision of withdrawal and re-uploading of image/video ad in case or revision		
Access to weekly analytic reports on Ad performance		
VAT Inclusive		