



Office of the President of the Philippines
PRESIDENTIAL COMMUNICATIONS OFFICE
Manila

SUPPLEMENTAL BID BULLETIN NO. 1
15 July 2024

**Procurement of Out-of-Home Static Billboard Placement and Digital LED
Billboard Placement for the You Have the Power Campaign
(Procurement/Contract No. 2024-TF-123)**

Anent to the scheduled Pre-Bid Conference to be held on **11 July 2024** for the above-cited procurement project by the Bids and Awards Committee, please be informed of the following clarifications made and the amendments on the Bidding Documents:

All amendments are indicated in red

Clarification	Response
Clarification whether all posting requirement must be met	Yes, technical specification shall be the minimum requirement that bidder must comply.
Clarification whether the electronic billboard will have required additional posting considering the requirement of the project is below standard industry practice	Please see the revised Technical Specification
Does this project also include transient advertisement	No, the project requirement is only for static and digital.

Section VII. Technical Specifications

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

Item	Particular / Description	Quantity	Statement of Compliance
<p>Out-of-Home Static Billboard</p> <p>and</p> <p>Digital LED Billboard</p>	<p>Out-of-Home Static Billboard for 30 days</p> <ul style="list-style-type: none"> • Period/Duration: Thirty (30) consecutive calendar days. • Viewers: Residents, working people, students, commuters, drivers, and travelers. • Target Audience: Class A, B, C, D, E • Distribution (Nationwide Coverage): <p>Luzon / Metro Manila</p> <ol style="list-style-type: none"> 1. NLEX, Southbound 2. Manila City Proper 3. EDSA 4. SLEX, Northbound 5. C5 <p>Visayas</p> <ol style="list-style-type: none"> 1. Cebu City Proper 2. Iloilo City Proper <p>Mindanao</p> <ol style="list-style-type: none"> 1. Davao City Proper 2. Cagayan De Oro City Proper <p>Digital LED Billboard for 30 days</p> <ul style="list-style-type: none"> • C5, Southbound <ul style="list-style-type: none"> – 250 spots per day (Total of 7,500 for 30 days) • EDSA, Southbound <ul style="list-style-type: none"> – 250 spots per day (Total of 7,500 for 30 days) <p>Requirement:</p> <ul style="list-style-type: none"> • The supplier must provide available billboard site locations with dimensions and estimated foot traffic for the indicated area. • Supplier must provide high traffic site. • The final ad location is subject to the approval of PCO-ODMS. <p>Please Note: Ad location is subject to change as it is a first come, first served basis. Size depends on the available ad location.</p>	<p>OOH Static:</p> <p>5 Luzon / Metro Manila 2 Visayas 2 Mindanao</p> <p>for 30 days static billboard placement</p> <p>Digital LED:</p> <p>2 Metro Manila sites</p> <p>for 30 days digital led billboard placement</p>	
Place of Delivery:	Presidential Communications Office, New Executive Building, Malacañang Compound, Jose P Laurel St., Brgy. 643, San Miguel, 1005		
Payment Terms:	Payment will be on a SEND BILL ARRANGEMENT , i.e., full payment will be made after the completion of delivery of the service or product.		
OTHER REQUIREMENT/S:			
<ol style="list-style-type: none"> I. Inclusive of production, installation, and pullout of static billboards, as well as processing permits and obtaining approval from local barangay and government for placement ads. II. Bidder with the Lowest/ Single Calculated Bid after evaluation shall be required to submit a proposed location, dimensions of the billboard, and 			

<p data-bbox="323 194 1185 286">data report for the estimated foot traffic/eyeballs/impressions for the proposed/ recommended locations as part of the post-qualification requirements.</p> <p data-bbox="276 286 1121 315">III. Final advertisement ad location upon the approval of PCO-LOUDMS</p> <p data-bbox="276 315 1185 376">IV. Final design or layout of advertisement shall be provided by PCO-LOUDMS.</p> <p data-bbox="276 376 1185 501">V. The winning supplier must submit monitoring/completion/progress/performance reports after the 30 days consumption of placement ads to PCO-LOUDMS (i.e., traffic count, photos/proof of completion, etc.).</p> <p data-bbox="276 501 922 530">VI. Final schedule to be determined by PCO-LOUDMS.</p> <p data-bbox="276 530 1185 591">VII. The supplier shall deliver the services/goods on or before the specified delivery date(s) to avoid incurring liquidated damages for late delivery.</p> <p data-bbox="276 591 1185 651">VIII. Final or additional requirements and instructions shall be determined by the representative of PCO-LOUDMS.</p>	
<p data-bbox="225 651 547 680">GENERAL CONDITIONS:</p> <p data-bbox="276 680 1185 741">I. Supplier shall submit signed proposal/quotation and submit details of your company.</p> <p data-bbox="276 741 1185 801">II. Supplier shall quote the lowest price on the item/s listed and submit a filled-out quotation duly signed by their representative.</p> <p data-bbox="276 801 807 831">III. Supplier must be PhilGEPS Accredited.</p> <p data-bbox="276 831 544 860">IV. No down payment.</p> <p data-bbox="276 860 1185 920">V. Payment will be on a SEND BILL ARRANGEMENT, i.e., full payment will be made after the completion of delivery of the service/product.</p> <p data-bbox="276 920 1038 949">VI. Price validity shall be for a period of sixty (60) calendar days.</p> <p data-bbox="276 949 1185 1048">VII. Price quotations shall be inclusive of all costs and applicable tax (i.e., bank charges, VAT, other charges, energy fee, consultants fee, agency fee, etc.)</p> <p data-bbox="276 1048 1129 1077">VIII. Payment processing is after service/product have all been delivered.</p> <p data-bbox="225 1077 1185 1140">Landbank Account is preferred to avoid bank charges, if not, supplier shall shoulder the bank charge/s.</p>	

Conforme:

Full Name and Signature of Bidder/Authorized Rep : _____
 Designation : _____
 Name of Company : _____

Pursuant to Section 22.5 of the 2016 Revised Implementing Rules and Regulations of Republic Act No. 9184, this Supplemental/Bid Bulletin is issued for the information and guidance of all prospective bidders and shall form an integral part of the Bidding Documents issued for said the project.

Should you have further concerns, you may contact the BAC Secretariat through the details below:

BIDS AND AWARDS COMMITTEE SECRETARIAT

Presidential Communications Office New Executive Building,
JP Laurel St., San Miguel, Manila,
Metro Manila, Philippines
(02) 8734-5968
Email: bac1@pco.gov.ph Website: <https://pco.gov.ph>

For information and guidance.

Original Signed

ASEC. VICTOR EMMANUEL G. LANSANG

Chairperson

Bids and Awards Committee

Conforme:

Signature over printed name

Designation: _____

Company: _____

Date: _____