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REQUEST FOR QUOTATION (RFQ)

PANEL OF ADVERTISING AGENCIES FOR THE PROVISION OF ADVERTISING SERVICES (AS AND WHEN REQUIRED) FOR A PERIOD OF TWELVE (12) MONTHS

RFQ	RFQ/2021/22/72
RFQ ISSUE DATE	27 July 2021
BRIEFING SESSION	N/A
RFQ DESCRIPTION	PANEL OF ADVERTISING AGENCIES FOR THE PROVISION OF ADVERTISING SERVICES (AS AND WHEN REQUIRED) FOR A PERIOD OF TWELVE (12) MONTHS
CLOSING DATE & TIME	2 August 2021 @ 11h00
LOCATION FOR SUBMISSIONS	rfqs@inseta.org.za

Bidders must submit responses via e-mail at: rfqs@inseta.org.za, before on the stipulated date and time. For any queries or questions, please use above mentioned email address.

The INSETA requests your quotation on the services listed above. Please furnish us with all the information as requested and return your quotation on the date and time stipulated above. **Late and incomplete submissions will invalidate the quote submitted.**

SUPPLIER NAME: _____

POSTAL ADDRESS: _____

TELEPHONE NO: _____

FAX NO: _____

E MAIL ADDRESS: _____

CONTACT PERSON: _____

CELL NO: _____

SIGNATURE OF BIDDER: _____

DETAILED SPECIFICATION

PANEL OF ADVERTISING AGENCIES FOR THE PROVISION OF ADVERTISING SERVICES (AS AND WHEN REQUIRED) FOR A PERIOD OF TWELVE (12) MONTHS

1. BACKGROUND

The Insurance Sector Education and Training Authority (INSETA) is a public entity listed in schedule 3A of the PFMA and was established in March 2000. The INSETA must, in accordance with any prescribed requirements to perform in accordance with the Skills Development Act (SDA), the Skills Development Levies Act (SDLA), the Public Finance Management Act (PFMA), any other relevant legislation and the Constitution.

The objective of this request is to appoint the panel of advertising agencies for the provision of advertising services (as and when required) for a period of twelve (12) months

2. SCOPE OF WORK & Deliverables

- 2.1** Booking and placement of space in specified newspapers as and when required
- 2.2** Facilitate the purchase of media space and place adverts on behalf of the INSETA in the national/provincial and or community newspapers.
- 2.3** Provide advert layout/artwork (design and proofreading) for approval up on receiving the draft advert and before going ahead with placement
- 2.4** Ensure that the adverts appear in the publications, online or broadcast media after placement
- 2.5** Provide proof that approved adverts have been flighted on the approved media platforms.
- 2.6** Recommend the appropriate advert size (The service provider will be required to provide pricing for all sizes of pricing schedule.
- 2.7** Advise INSETA on available local newspapers and their next publication dates when requested.
- 2.8** Purchase media space and place adverts on behalf of the INSETA – successful bidders should have internal capacity to perform media buying function and not outsource the function.
- 2.9** Negotiate best prices and placement of adverts with media houses and indicate the percentage discount that can be offered to the INSETA.
- 2.10** Adherence to tight deadlines and short turnaround times with multiple requests (minimum of 24-hour turnaround time). - *The service provider will be required to be available for work at short notice and beyond normal working hours as may be applicable to any particular project or campaign throughout the contract period.*
- 2.11** Provide proof that approved adverts have been flighted i.e., tear sheets of all print
- 2.12** Adverts Provide all electronic versions (in the specified format) of all approved INSETA adverts (multimedia) to the INSETA for upload to the INSETAs website within one day of the advert/advertising campaign

3. PREQUALIFICATION CRITERIA

- 3.1 Bidder must submit proof of registration on CSD (**Central Supplier Database**)
- 3.2 Bidder must submit proof and must be an EME, QSE, Generic (**level 1 or level 2 BBBEE contributor**) status will be considered.

Note: noncompliance with the prequalification criteria will result in automatic disqualification.

4. MANDATORY REQUIREMENT

- 4.1 The bidder must attach 3 reference letters not older than five (5) years, the letters must be on referees' letterhead, dated and signed, reflecting services relevant to the advertising agencies services.

Note: noncompliance with the mandatory criteria will result in automatic disqualification.

5. PRICING AND CONTRAUL OBLIGATION:

5.1 Pricing schedule:

- 5.1.1 Service providers must ensure that the price quotations are inclusive of all applicable taxes (**including VAT**). Costing must comprise of all the relevant services proposed in the bidder's submission. (*But not limited to*)

MEDIA DESCRIPTION	Rate Price per size
NEWSPAPER (LOCAL)	
30 x 6 (A4)	
39 x 4 (Half Pg V)	
27 x 5	
20 x 5	
15 x 6 (A5 H)	
20 x 4 (A5 V)	
25 x 3	
20 x 3	
15 x 3	
10 x 3	
10x2	
5x2 (earspace)	
NEWSPAPER (NATIONAL)	
30 x 6 (A4)	
39 x 4 (Half Pg V)	
27 x 5	
20 x 5	

MEDIA DESCRIPTION	Rate Price per size
15 x 6 (A5 H)	
20 x 4 (A5 V)	
25 x 3	
20 x 3	
15 x 3	
10 x 3	
10x2	
5x2 (earspace)	
MAGAZINE (LOCAL)	
30 x 6 (A4)	
39 x 4 (Half Pg V)	
27 x 5	
20 x 5	
15 x 6 (A5 H)	
20 x 4 (A5 V)	
25 x 3	
20 x 3	
15 x 3	
10 x 3	
10x2	
5x2 (earspace)	
OTHER MEDIA PLATFORMS	

5.2 CONTRACTUAL OBLIGATION

- 5.2.1 Contract duration 12 months for services as and when required.
- 5.2.2 All prices indicated in the pricing schedule must remain fixed for the period of the contract.
- 5.2.3 The contract will be capped a maximum contract value of **R 500 000,00 including VAT.**
- 5.2.4 SBD 7.2 will be the standard contract used for contract and the bidders approved proposal will be an Annexure to the contract.
- 5.2.5 The service provider's quotation must also provide sufficient detail in terms of various cost items such as total "man" hours and daily rates for the project team.
- 5.2.6 In the case of the service provider using sub-contractors, the former will be responsible for ensuring delivery of services from any such sub-contractors and for making any payments to such sub-contractors.

6. ADJUDICATION USING A POINT SYSTEM

- 6.1 The bidder obtaining the highest number of total points will be awarded the contract unless objective criteria justify the award to another bidder.
- 6.2 Preference points shall be calculated after process has been brought to a comparative basis taking into account all factors of non-firm prices.
- 6.3 In the event that two or more bids have scored equal points, the successful bid must be the one scoring the highest number of preference points for B-BBEE.
- 6.4 However, when functionality is part of the evaluation process and two or more bids have scored equal points for B-BBEE, the successful bid must be the one scoring the highest score for functionality.
- 6.5 Should two or more bids be equal in all respect, the award shall be decided by the drawing of lots.

7. POINTS AWARDED FOR PRICE

The **80/20** preference point system

A maximum of **80** points is allocated for price on the following basis:

$$P_s = 80 \left\{ 1 - \frac{(P_t - P_{\min})}{P_{\min}} \right\}$$

Where:

- P_s = Points scored for comparative price of bid under Consideration
- P_t = Comparative price of bid under consideration
- P_{\min} = Comparative price of lowest acceptable bid

8. B-BBEE PREFERENTIAL POINTS WILL BE AWARDED AS FOLLOWS:

B-BBEE Status Level of contributor	Number of points 80/20 system
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

- 8.1 Bidders who qualify as EME's and QSE's in terms of the B-BBEE Act must submit a Sworn affidavit. Misrepresentation of information constitutes a criminal offence.

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- 8.2** Bidders other than EME's or QSE's must submit their original and valid B-BBEE status level verification certificate or a certified copy thereof, substantiating their B-BBEE rating issued by SANAS.
- 8.3** A trust, consortium or joint venture will qualify for points for their B-BBEE status level as a legal entity, provided that the entity submits their B-BBEE status level certificate.
- 8.4** A trust, consortium or joint venture will qualify for points for their B-BBEE status level as an unincorporated entity, provided that the entity submits their consolidated B-BBEE scorecard as if they were a group structure and that such a consolidated B-BBEE scorecard is prepared for every separate bid.
- 8.5** Tertiary institutions and public entities will be required to submit their B-BBEE status level certificates in terms of the specialized scorecard contained in the B-BBEE Codes of Good Practice.
- 8.6** A person will not be awarded points for B-BBEE status level if it is indicated in the bid documents that such a bidder intends sub-contracting more than 25% of the value of the contract to any other enterprise that does not qualify for at least the points that such a bidder qualifies for, unless the intended Sub-contractor is an EME that has the capacity and the ability to execute the sub-contract.
- 8.7** A person awarded a contract may not sub-contract more than 25% of the value of the contract to any other enterprise that does not have equal or higher B-BBEE status level than the person concerned, unless the contract is sub-contracted to an EME that has the capacity and the ability to execute the sub-contract.

9. COMMUNICATION

Respondents are warned that a response will be disqualified should any attempt be made by a bidder either directly or indirectly to canvass any officer(s) or employees of INSETA in respect of a RFQ, between the closing date and the date of the award of the business.

All enquiries relating to this RFQ should be emailed three days before the closing date.

10. CONDITIONS TO BE OBSERVED WHEN RFQING

INSETA does not bind itself to accept the lowest or any RFQ, nor shall it be responsible for or pay any expenses or losses which may be incurred by the bidder in the preparation and delivery of his RFQ. INSETA reserves the right to accept a separate RFQ or separate RFQs for any one or more of the sections of a specification. The corporation also reserves the right to withdraw the RFQ at any stage.

No RFQ shall be deemed to have been accepted unless and until a formal contract / letter of intent is prepared and executed. Quotation shall remain open for acceptance by the Corporation for a period of **90 days** from the closing date of the RFQ Enquiry.

INSETA reserves the right to:

- 10.1** Not evaluate and award RFQs that do not comply strictly with this RFQ document.
- 10.2** Make a selection solely on the information received in the RFQs and Enter into negotiations with any one or more of preferred bidder(s) based on the criteria specified in the evaluation of this RFQ.
- 10.3** Contact any bidder during the evaluation process, in order to clarify any information, without informing any other bidders. During the evaluation process, no change in the content of the RFQ shall be sought, offered or permitted.
- 10.4** Award a contract to one or more bidder(s).
- 10.5** Accept any RFQ in part or full at its own discretion.
- 10.6** Cancel this RFQ or any part thereof at any time as prescribed in the PPPFA regulation.
- 10.7** Should bidder(s) be selected for further negotiations, they will be chosen on the basis of the greatest benefit to the Corporation and not necessarily on the basis of the lowest costs.

11. Cost of Bidding

The bidder shall bear all costs and expenses associated with preparation and submission of its RFQ or RFQ, and the INSETA shall under no circumstances be responsible or liable for any such costs, regardless of, without limitation, the conduct or outcome of the bidding, evaluation, and selection process.

END OF RFQ DOCUMENT

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Annexed to this document for completion and return with the document:

- Preference Points Claim Form (SBD 6.1), Declaration of Interest (SBD 4),
- Declaration of Bidder's Past Supply Chain Practices (SBD 8),
- Certificate of Independent Bid Determination (SBD 9)
- General Conditions of Contract (GCC)
- Bidders bank confirmation letter reflecting company registration number

Non – compliance in returning above mentioned documents, will deem the bid submission as nonresponsive.

