

**PRICING SCHEDULE**  
**(Professional Services)**

NAME OF BIDDER: .....	BID NO.: <b>TENDER-INS/2024/25/009</b>
CLOSING TIME <b>11:00</b>	CLOSING DATE: <b>27 NOVEMBER 2024</b>

OFFER TO BE VALID FOR **120** DAYS FROM THE CLOSING DATE OF BID.

**BID DESCRIPTION: APPOINTMENT OF A PANEL OF SERVICE PROVIDERS TO PROVIDE PUBLIC RELATIONS AND CRISIS MANAGEMENT TO INSETA FOR A PERIOD OF THREE (3) YEARS**

**Bidders must complete the pricing template listed below. Annexure A – SBD3.3 - Pricing Schedule / Proposal – All prices MUST include VAT.**

1. The accompanying information must be used for the formulation of proposals.
2. Bidders are required to indicate a total price based on the total estimated time for completion of all phases and including all expenses, inclusive of all applicable taxes for the project.
3. Pricing schedule should be submitted in 3 separate sealed envelopes attached to SBD 3.3.
4. Pricing should not be reflected in any other part of the proposal or cover thereof.
5. Rates accepted must remain fixed for a period three (3) years and no additional costs will be admitted later.
6. **List of items to be quoted are as follows:**

**6.1.1. PUBLIC RELATIONS SERVICES**

Item Description	Year 1 Rate Per Hour	Year 2 Rate Per Hour	Year 3 Rate Per Hour
Brand Awareness and Reputation Management			
Content Creation and Development			
Press Releases			
Speech Writing			
Marketing Campaigns			

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<b>Sub-Total</b>			
<b>VAT</b>			
<b>Total</b>			
<b>Grand Total for 3 years</b>			

**6.1.2. CRISIS MANAGEMENT**

<b>Item Description</b>	<b>Year 1 Rate Per Hour</b>	<b>Year 2 Rate Per Hour</b>	<b>Year 3 Rate Per Hour</b>
Crisis Communication			
Risk Assessment/Planning			
Crisis Recovery			
Incident response			
Press briefings			
Coaching on Crisis Management			
<b>Sub-Total</b>			
<b>VAT</b>			
<b>Total</b>			
<b>Grand Total for 3 years</b>			

**6.1.3. ADVERTISING SPACE (VIRTUAL AND WRITTEN)**

<b>Item Description</b>	<b>Quantity/UOM</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>

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<b>Purchase/Book space on Television Channels</b>				
NB: The service provider will be required to present their concept for approval before proceeding with production				
- Purchase or book a slot for interview at any television channel, at any given time that INSETA might need for coverage.	10 minutes			
- Morning or midday or evening slots				
<b>Newspapers</b>				
NB: Service provider must produce content for print publications. This incorporates copywriting, editing, production and placement				
<b>National Newspaper</b>				
- A5 horizontal 15 X5 (150mm x225mm) print advertorials	1			
<b>Regional Newspaper</b>				
- A5 horizontal 15 X5 (150mm x225mm) print advertorials	1			
<b>Community Newspaper</b>				
- A5 horizontal 15 X5 (150mm x225mm) print advertorials	1			
<b>Magazines and Thought leadership articles</b>				
NB: Service provider must produce content for print publications. This incorporates copywriting, editing, production and placement.				
<b>Magazine</b>				
Quarter page: vertical (120mm high x105 mm wide)	1			
<b>Thought leadership articles</b>				
Thought leadership article must be placed on media publications (1 000 to 1500 words of opinion pieces or editorials)	1			
<b>Sub-Total</b>				
<b>VAT</b>				
<b>Total</b>				
<b>Grand Total for 3 years</b>				

**6.1.4. ADVERTISING SPACE (RADIO)**

Item Description	Quantity/UOM	Unit Price	Year 1	Year 2	Year 3
<b>National Radio</b>					
NB: The service provider must produce content for broadcast. This incorporates concept, script, editing, production and placement					
Radio placement for 30 to 45 seconds during peak hours (1 in the morning and 1 in the afternoon)	2				
Daily live reads during off-peak hours (1x mid-morning or midday; and 1x evening shows) (30 to 45 seconds)	2				
<b>Regional Radio</b>					
NB: The service provider must produce content for broadcast. This incorporates concept, script, editing, production and placement					
Radio placement for 30 to 45 seconds during peak hours (1 in the morning and 1 in the afternoon)	2				
Daily live reads during off-peak hours (1x mid-morning or midday; and 1x evening shows) (30 to 45 seconds)	2				
<b>Community Radio</b>					
NB: The service provider must produce content for broadcast. This incorporates concept, script, editing, production and placement					
Radio placement for 30 to 45 seconds during peak hours (1 in the morning and 1 in the afternoon)	2				
Daily live reads during off-peak hours (1x mid-morning or midday; and 1x evening shows) (30 to 45 seconds)	2				
<b>Sub-Total</b>					
<b>VAT</b>					
<b>Total</b>					
<b>Grand Total for 3 years</b>					



ITEM DESCRIPTION	GRAND TOTAL FOR 3 YEARS VAT INCLUSIVE
PUBLIC RELATIONS SERVICES	R
CRISIS MANAGEMENT	R
ADVERTISING SPACE (VIRTUAL AND WRITTEN)	R
ADVERTISING SPACE (RADIO)	R
<b>Total Bid Price (VAT Inclusive)</b>	<b>R</b>

Any enquiries regarding bidding procedures may be directed to the –  
(INSETA: bids@inseta.org.za)  
Tel: 011 381 8900

Or for technical information –  
(INSETA: bids@inseta.org.za )  
Tel: 011 381 8900

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