**TERMS OF REFERENCE**

**MEDIA MONITORING FOR BROADCAST CAMPAIGNS**

**1. Introduction**

Center for Communication Programs Pakistan is a premier institution in the country that exclusively excels in the field of development communication. Through social and behavior change communication, advocacy and community mobilization, Center works to address social and cultural issues while adopting multi-channel holistic approaches to adequately address diversities. Center focuses on tailor-made interventions ranging from using interpersonal, group and community-based channels of communication to strategically employing traditional, modern and mainstream media vehicles to reach large and diverse groups of people. This TOR is for acquiring long-term services for media monitoring of broadcast campaign.

**2. objectives OF THE ASSIGNMENT**

This TOR, as mentioned above, is for monitoring of mass media campaigns on leading terrestrial, satellite, regional and national channels for television. With the overall objective to ensure that mass media campaigns are broadcasted as per the approved media plan, the agency needs to:

1. Identify any drops, either full or partial, by channels, timeslots and date;
2. Identify placement in unapproved timeslots; and
3. Identify reasons by the channels for not broadcasting content as per the approved media plan.

**3. SUBMISSION DETAILS**

Interested firms are requested to submit their proposals by May 31, 2015, either by hand or through post, in sealed envelope to:

Administration

Center for Communication Programs Pakistan

House 89B, Street 59, F-10/3

Islamabad 44000

**4. SUPERVISION**

Ehtesham Abbas

Senior SBCC Specialist

[ehtesham@ccp-pakistan.org.pk](mailto:ehtesham@ccp-pakistan.org.pk)

**5. TECHNICAL AND FINANCIAL PROPOSALS:**

Technical proposals should contain the following sections and details:

|  |  |
| --- | --- |
| Company Background | (Max 2 Pages) – Describing the Experience, Team, Resources and Nationwide Network of firms in the context of Media Monitoring only. Please do not mention any experience in campaign development or broadcast as the current selection is only for Media Monitoring. |
| Work Volume (Max 2 Pages) | Describe the Volume, Clients and Campaigns that you have monitored in the last 2 years along with proof. |
| Accreditations | Any professional accreditations that your company have with leading professional bodies/ authorities |
| Proposed Core Team | The core Team being proposed by your firm, for performing the assignment. |

Financial proposals should be based on:

1. Monitoring of mass media campaign on at least 15 television channels that includes terrestrial, cable and regional networks with volume of Rupees 10 million per week for following durations:

* Two weeks
* One month
* Multiple months

Your financial bids should clearly mention all applicable taxes.

**6. TIMELINE**

Timeline is as follows:

|  |  |  |
| --- | --- | --- |
| **Stage** | **Description** | **Date** |
| 1 | Technical and Financial Proposals received by CCPP | May 31 |
| 2 | Evaluation of technical and financial proposals | June 15 |
| 3 | Contract signing with selected agency | June 19 |

**7. PAYMENT TERMS**

Agencies are requested to submit their payment terms. Both the parties, on the basis of duration/volume of the mass media campaign, shall agree the payment plan. Payments shall be made on the basis of submitted invoices within 30 working days.

**8. Duration**

The rates provided needs to be valid for at least duration of one year from the signing of the contract.