



QT03/2014

13th March 2014

To all prospective bidders,

Ref. No. QT03/2014 - Call for the quotations for the Design of Web Banners procuring online space for the awareness raising campaign for the general public and the Design of Conservation Objectives Document for the LIFE+ BaHAR for N2K project

CLARIFICATION 1

Reference is made to the above-mentioned call for quotations, for which the deadline for submission is on the 26th March 2014, at 10:00am

Hereunder, please find a set of clarifications which are construed to form an integral part of the Quotations Document.

Question 1: Does the contracting authority require one advert design in five size variations?

Answer 1: MEPA requires one (1) advert design that will be published online at five (5) different instances. Each instance is for a 2-week period throughout the project timeframe (project ends June 2017, with a possible extension of one year). The advert should be of the same size each time it is placed online.

Question 2: With reference to the 'Conservation Objectives Document', what format should the document be submitted in (word, illustrator, indesign etc.) Furthermore can the contracting authority give an example of what kind of content will be used in the document?

Answer 2: The "Conservation Objectives Document" should be submitted as an editable document, preferably indesign format. As an example the following contents are the typical requirements of the "Conservation Objectives Document":

- Front page
- Project Description info (Info about project, project partners, Key words, Authors, Contact, other publishing details)
- Executive Summary
- Contents page
- Definitions
- Introduction Chapter

- Stakeholder analysis
 - Marine protected area (general info, conservation status, conservation objectives)
 - Conclusion (Conclusion on Conservation objectives and way forward)
 - Bibliography
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Question 3: Could you clarify the meaning of “booking of five (5) web banners”:

- 5 sessions of 2 weeks at 20% occupancy, on the same portal
- Or
- 5 sessions of 2 weeks at 20% occupancy, on the different portals

Answer 3: The meaning of “booking of five (5) web banners” means 5 sessions of 2 weeks at 20% occupancy, on the different portals. Also please note that these 5 sessions will be spread throughout the project timeframe (i.e. until the project ends in June 2017, with a possible extension of one year)

Question 4: If bookings should be done on different portals, how many different portals are you requesting?

Answer 4: A minimum of 3 different local portals are required.

Question 5: You request an A4 Document Design in an editable version. What kind of file format is being requested? i.e. something that can be edited by another design professional or something that can be edited on a standard office computer.

Answer 5: The "Conservation Objectives Document" should be submitted as an editable document, preferably indesign format.

Question 6: Do suppliers need to include the advertising budget (which goes directly to newspapers) within the Euro 7,000 budget; or will the advertising spent be handled by MEPA?

Answer 6: The allocated budget for this call is of EUR 7,000(including VAT) and it includes the advertising budget (that goes directly to newspapers). The bidders are required to include the cost of advertising the web banner on a minimum of 3 different portals for a period of two weeks during 5 different instances during the project duration.

- One (1) web banner
 - Minimum of three (3) different portals,
 - Web banner advertised for two (2) weeks on each portal (minimum of 3) over five (5) instances throughout the project duration.
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Question 7: The specification and conditions do not highlight which sites should be booked. Which portals are chosen will effect directly the media spend.

Answer 7: A minimum of three (3) different local portals are required.

Question 8: Who will supply images (if any)? Are tenderers expected to purchase stock imagery or take photos?

Answer 8: MEPA can provide logos and photos that it owns. However, if any stock images are to be used they must be supplied by the bidder.

Question 9: It is unclear whether we are to submit a design of a rectangular web banner as a sample together with the quotation.

Answer 9: All bidders should submit a design of any past projects, relevant to this call.

Question 10: In order to quote for the placing of the web banners, could you advise what web portal you shall be advertising on, since all have different rates.

Answer 10: A minimum of three (3) different local portals are required.

Question 11: May the contracting Authority confirm that in the statement: "Full specifications of items being offered and illustrated literature are to accompany the quotation. All documents must be in the English language" the reference to "illustrated literature" refers to sample case studies and/or previous projects accomplished by the bidder?

Answer 11: All bidders should submit a design of any past project, relevant to this call.

Question 12: Call states that "Full specifications of items being offered and illustrated literature are to accompany the quotation. All documents must be in the English language."

By this do you understand a technical description of the solution proposed, a description of the experience of the contractor in similar jobs and/or full mockups for the products being quoted for?

Answer 12: All bidders should submit a design of any past project, relevant to this call.

Question 13: In relation to "Each web banner is to be booked on the Home Page, of the chosen news portal(s) for two (2) consecutive weeks with 20% occupancy."
a. Does the budget include the cost of booking with the news portal/s
b. Will you select the news portal/s or is it up to us?

Answer 13: a. The allocated budget for this call is of EUR 7,000(including VAT) and it includes the advertising budget (that goes directly to newspapers). The prospective bidders are required to include the cost of advertising the web banner on a minimum of 3 different portals for a period of two weeks during 5 different instances during the project duration.

- One (1) web banner
- Minimum of three (3) different portals,
- Web banner advertised for two (2) weeks on each portal (minimum of 3) over five (5) instances throughout the project duration

b. The bidder is to quote a minimum of 3 different local portals. The Contracting Authority will choose the cheapest bid overall.

Question 14: In relation to "Design of an A4 'Conservation Objectives Document' for the LIFE+ BaHAR for N2K project, with the following specifications:

1. Size: A4
2. Colour: Full colour
3. Pages: Approximately 30 - 40 pages
4. Format: Editable soft copy"

- a. What format should we supply the design in? MS-Word?
- b. Will you supply the text at the beginning, or do we supply an empty document and you add the text yourself?
- c. Shall we convert to pdf ourselves at the end?

Answer 14: a. The "Conservation Objectives Document" should be submitted as an editable document, preferably indesign format.
The following is an example of the contents of the "Conservation Objectives Document":

- Front page
- Project Description info (Info about project, project partners, Key words, Authors, Contact, other publishing details)
- Executive Summary
- Contents page
- Definitions
- Introduction Chapter
- Stakeholder analysis
- Marine protected area (general info, conservation status, conservation objectives)
- Conclusion (Conclusion on Conservation objectives and way forward)
- Bibliography

b. The Contracting Authority will provide the Contractor with the text of the document closer to the delivery period of this document.

- c. The Contracting Authority will convert the editable document into pdf format.
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Question 15: Please clarify on which news portals you wish to have the web banner please. Do we propose the top 5 news portals? Therefore quoting for the banner showing on each 5 news portals for two weeks at 20% occupancy?

Answer 15: A minimum of 3 different local portals are required. Banner is to appear on the portals chosen for 2 weeks at 20% occupancy. Throughout the project the banner shall be advertised at 5 different instances.

All other documents, conditions and requirements, which are not superseded by this Clarification, remain in place.



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