



**BIDS AND AWARDS COMMITTEE**  
**Bid Bulletin No. 1**  
**Series of 2013**

**SUBJECT : PRINTING AND PRODUCTION OF THE COFFEE TABLE PHOTO BOOK ON RICE UNDER ITB NO. 003-13**

**DATE : 01 JULY 2013**

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**I. Clarifications raised during the pre-bid conference for the aforementioned requirements held on 13 June 2013 at the DA-ITCAF Conference Room.**

*Query : In what particular place/s the photo shoots will be conducted? Is it nationwide?*

**Answer: The photo shoots shall be conducted nationwide basically in rice producing areas, irrigation systems and post-harvest facilities, to wit:**

**Luzon : Nueva Ecija, Cagayan Province, and Ilocos Norte/Sur**  
**Visayas : Iloilo, Panay Island, and Negros**  
**Mindanao : Davao Oriental/Occidental, Cotabato, and Western/  
Northern Mindanao**

*Query : How many days the photo shoots be undertaken?*

**Answer: The photo shoots shall be undertaken for two (2) to three (3) days maximum per location.**

*Query : How many shots per island group will be taken?*

**Answer: It was clarified that 1,000 shots per island group shall be taken and 400 photos of it shall be selected for the printing of the coffee table book.**

*Query : How about the duration and the delivery period of this project?*

**Answer: The preparation of the requirements is four (4) months upon receipt of Notice to Proceed and the delivery period is forty five (45) calendar days after approval of final proof.**

*Query : Does the printing design for the jacket and cover are different or it should be the same?*

**Answer: The printing design for the jacket shall be different from the cover.**



## II. Technical Specifications

- Stock: cover – **C2S 120lbs.** matte HB
- Back cover – **C2S 120lbs.** matte HB

## III. Additional Instructions

The revised **Terms of Reference (TOR)** of the aforementioned requirement is attached herewith and appended as **Annex "A"**.

**All bidders are reminded to provide dog-ear codes/tabs in the presentation of their eligibility and technical documents** following the instructions under Bid Data Sheet Cl.20.5 of the bidding documents issued for this contract. Failure to comply shall result to automatic disqualification of the bidder.

## IV. Submission and Opening of Proposals

The deadline for the submission of bids shall not be later than **9:00AM** on **11 July 2013** at the BAC Secretariat's Office, 2<sup>nd</sup> Floor DA-ITCAF Bldg., and the opening of bids is at **9:30AM on the same date** at the DA-ITCAF Conference Room.

The BAC Secretariat's clock shall be used as time reference for the submission of proposals.

**Assistant Secretary OPHELIA P. AGAWIN**  
Vice Chair, Bids and Awards Committee



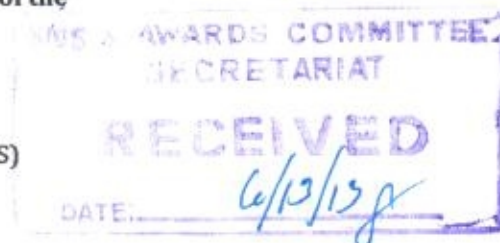
## TERMS OF REFERENCE

**Title** : Concept repackaging-Conceptualization, writing, editing, layouting, designing, printing and production of the Coffee Table Photo Book on Rice

**Component** : AgriPinoy Rice Program

**Implementing Unit** : Agriculture & Fisheries Information Service (AFIS)

**Rationale/Objective:**



As part of the Department of Agriculture information advocacy campaign, the Coffee Table Photo Book will contribute in promoting the agriculture industry in the Philippines particularly on rice as the main staple food.

**Project Approach**

- To develop and produce a Coffee Table Photo Book that will highlights rice as the main staple food.
- To produce a publication that will consist of photo essay of professionally, creatively and artistically taken photographs on rice that will contribute to the promotion of agricultural development in the country.
- The book will have 200 pages including front & back cover.

**Reporting Responsibilities**

The Agriculture and Fisheries Information Service (AFIS) of the Department of Agriculture shall acquire the services of a firm which will carry out the content repackaging-conceptualization, writing, editing, layouting, designing, printing and production of the Coffee Table Photo Book on Rice.

**Scope of work and services and Timeline (After receipt of Notice to Proceed-NTP)**

The development and production of the Coffee Table Photo Book shall include but not limited to the following:

**1<sup>st</sup> week - 2<sup>nd</sup> week**

1. Detailed project definition
  - Final project specification
  - Project plan

**3<sup>rd</sup> week - 7<sup>th</sup> week**

2. Photography
  - Location shoot

Luzon	:	Nueva Ecija, Cagayan Province, Ilocos Norte/Sur
Visayas	:	Iloilo, Panay Island, Negros
Mindanao	:	Davao Oriental/Occidental, Cotabato, Western/Northern Mindanao

- Photo digitization and processing

3. Writing/editing

**8<sup>th</sup> week - 11<sup>th</sup> week**

4. Graphic design and layout
  - Book layout design
  - Cover Design
  - Preparation of layout graphics
  - Photo retouching, cropping, etc.
  - Layout design of inside pages
  - Preparation of press-ready materials

**12<sup>th</sup> week - 15<sup>th</sup> week**

5. Presentation of graphic design and layout (output) including revision after the presentation

**16<sup>th</sup> week**

6. Approval of revised output.

**45 Calendar Days after approval of Final proof/output**

7. Printing, Production and Delivery

- Color separation
- Proofing
- Production run
- Binding
- Packaging

**Deliverables/Physical Output**

To deliver in full the 2,000 copies of the approved Coffee Table Photo Book on Rice.

**Experiences and qualifications**

3-year experience in the field of advertising and must be composed of qualified staff with standard printing/advertising equipment.

Must submit at least two (2) certificate of job satisfaction from previous clients for the last two years.

**Other terms and conditions**

1. AFIS will identify the place and will coordinate the location shoot. The shall be accompanied by AFIS staff (2) during the location shoot.
2. AFIS and BAC staff shall conduct an ocular inspection of the winning bidder's office, equipment and facilities.
3. The winning bidder shall shoulder the transportation, board and lodging of their own staff for the following location shoot nationwide.

Luzon	:	Nueva Ecija, Cagayan Province, Ilocos Norte/Sur
Visayas	:	Iloilo, Panay Island, Negros
Mindanao	:	Davao Oriental/Occidental, Cotabato, Western/Northern Mindanao

4. In case an aerial photography is needed, the winning bidder shall secure for the insurance of their photographer and crew and shoulder all their expenses.
5. Images and layouts used in the book may not be reproduced or altered without written consent of the end-user (DA).
6. Names of artists shall be acknowledged in the book.
7. All photographs shall remain the intellectual property of the end-user (DA).

**Payment Terms**

Onetime payment, 45 days after approval of final proof and full delivery of the Coffee Table Photo Book on Rice and acceptance by the end-user DA. Inclusive of government tax.

For strict compliance.

  
**Cheryl Coloma-Suarez**  
OIC Assistant Division Chief

Approved by:

  
**NOEL O. REYES**  
Director, AFIS