**TECHNICAL BID**

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| Name of Vendor: | Click or tap here to enter text. | Date: | Click or tap to enter a date. |
| ITB reference: | Click or tap here to enter text. | | |

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| **Goods, works and/or services to be Supplied and**  **Technical Specifications** | **Vendor‘s response** | | | |
| **Compliance with technical specifications** | | **Delivery Lead Time, Working Days**  *(confirm that you comply or indicate your delivery date)* | **Details or comments on the related requirements** |
| **Yes, we comply** | **No, we cannot comply**  *(indicate discrepancies)* |
| **1. Promotion of Video Spots**  Channel: Facebook, Instagram, stories  Reach: at least 1.5 million people per video  Promotion timeframe: 15 days per video  Price should include price per promotion, targeting, agency commission and other taxes, if any. |  |  | 2 |  |
| **2. Promotion of Video Reportages, Human Stories and Other Videos**  Channel: Facebook, Instagram, stories  Reach: at least 50.000 people reached  Promotion timeframe: 15 days per video  Price should include price per promotion, targeting, agency commission and other taxes, if any. |  |  | 2 |  |
| **3. Promotion of Video Events**  Channel: Facebook  Reach: at least 50.000 people reached  Promotion timeframe: 15 days per video  Price should include price per promotion, targeting, agency commission and other taxes, if any. |  |  | 2 |  |
| **4. Promotion of Posts, GIFs and Images**  Channels: Facebook, Instagram, stories  Reach: at least 50.000 people  Promotion timeframe: 15 days per video  Price should include price per promotion, creation and adaptation, targeting, agency commission and other taxes, if any. |  |  | 2 |  |
| **5. Promotion of Photos and Videos on Instagram**  Channel: Instagram  Reach: at least 80.000 people reached per 1 post  Promotion timeframe: 15 days per video  Price should include price per promotion, targeting, agency commission and other taxes, if any. |  |  | 2 |  |
| **6. YouTube Campaigns**  Channel: Youtube  Views: at least 500.000 visualizations per one video  Promotion timeframe: 15 days per video  Price should include price per promotion, adaptation, targeting, agency commission and other taxes, if any. |  |  | 2 |  |
| **7. Google Banners**  Channel: Google ads, 7 types of banners  Reach: at least 50.000 people reached  Promotion timeframe: 15 days  Content: to be developed by the company  Price should include price per promotion, creation and adaptation, targeting, agency commission and other taxes, if any. |  |  | 2 |  |
| **8. TV Campaigns**  Channel: including, but not limited to TV8, Jurnal TV, Pro TV, Moldova 1  Reach: split up to 40 minutes per channel (3-4 insertions per day)  Promotion timeframe: 14 days per video, 100% prime time  Video length: up to 40 seconds  Price should include price for placement, adaptation, agency commission and other taxes, if any. |  |  | 7 |  |
| **9. Radio Campaigns**  Channels: Hit FM, Kiss FM, Radio Plai, Jurnal FM and Novoe Radio  Media plan: up to 60 minutes (5-6 inserts per day)  Promotion timeframe: 14 days , 100% prime time  Spot length: up to 40 seconds  Price should include price for placement, creation, agency commission and other taxes, if any. |  |  | 7 |  |
| **10. Page Likes Campaigns**  Channels: Facebook  Promotion timeframe: 14 days  Price should include price per promotion, setting, agency commission and other taxes, if any. |  |  | 2 |  |
| **11. Online Webinars and Facebook Events Broadcasts**  Channels: Facebook, including 3 pages , including 3 pages cross-posting, [www.privesc.eu](http://www.privesc.eu)  Event locations: online and offline with arranged professional studio with necessary audio and video equipment, and branding. Live broadcasting should be ensured by the use a professional platform allowing visual branding, nameplates, logos, etc. |  |  | 5 |  |
| **12. Promotion of Podcasts**  Channels: Facebook, Instagram, podcast sites  Reach: at least 70.000 people per podcast  Promotion timeframe: 15 days per podcast  Protagonists will be identified by the UN Agencies.  Price should include price per promotion on social media, targeting, agency commission and other taxes, if any. |  |  | 2 |  |
| **13. Digital Video Campaigns**  Channels: including, but not limited to Admixer/Programatic Audience Network (only TOP sites)  Videomatic: including, but not limited to [www.ivi.ru](http://www.ivi.ru), [www.megogo.ru](http://www.megogo.ru)  Positions: all-roll  Reach: up to 800.000 views  Promotion timeframe: 14 days per video  Price should include price per promotion, adaptation, targeting, agency commission and other taxes, if any. |  |  | 2 |  |
| **14. Digital Photo/GIF Campaigns**  Channels: including but not limited to Admixer/Programatic, Audience Network (desktop and mobile 970x250, 300x250, 300x600, 240x400), [www.ea.md](http://www.ea.md), [www.locals.md](http://www.locals.md), [www.agora.md](http://www.agora.md), [www.diez.md](http://www.diez.md) (desktop and mobile)  Positions: right banners, billboards  Content: Animated banners, photos or GIFs  Reach: up to 1 million  Price should include price per promotion, creation and adaptation including resize of banners in the proper formats, targeting, agency commission and other taxes, if any. |  |  | 2 |  |
| **15. Indoor and Outdoor Promotion Campaigns**  Indoor and Outdoor public awareness raising products with campaign messages in public places across the country - billboards, city lights, etc.  Content: to be designed and created by the company  Promotion timeframe: 30 days  Locations: up to 30 locations of the Republic of Moldova  Quantity: up to 15 billboards/ city lights per order  The company should propose a dissemination/placement plan that will contain the details on the geographical distribution and type of advertising spaces available. The priority should be given to public transport stations, central squares/marketplaces, parks, pedestrian zones as well as the most popular national roads.  The price should cover a full-service package - placement, design, adaptations, printing, agency commissions, and other costs, if any. |  |  | 15 |  |