

Airing:

- The three (3) TV infomercials shall be aired for two (2) months in two (2) commercial TV and one (1) cable network.
- Frequency of airing shall be: two (2) times/week/3 commodities (Rice, Corn and HVCDP) every airing between 7:00AM - 12 NN.
- Airing costs, inclusive of networks advertising fees, permits and other incidental fees.

Rice	437,500/week/network = 1,750,000 x 2 months = 3,500,000
Corn	437,500/week/network = 1,750,000 x 2 months = 3,500,000
HVCDP4	437,500/week/network = 1,750,000 x 2 months = 3,500,000

Deliverables:

- One (1) master copy in DVD and External Hard Drive format mastered in 1080 HD (for future cinema use) 15 days after the approval of final revision.
- 50 reproduced copies in DVD format, with approved cover.

Additional Requirements:

- To submit at least two (2) Certificates of Good Performance from the clients served (government/private entities) within the period of January 2013 - June 2016
- Bidders are required to submit samples of TV infomercials in USB flash drive for viewing during the Opening of Bids, which will be assessed based on the following criteria:

Execution of concept and script	25%
Video quality	25%
Creativity/Originality	25%
Impact	25%
TOTAL	100%

Terms of Payment

- **30%** - upon submission of the final output of TV Infomercials (please refer to deliverables).
- To submit viewership survey/program's rating where the DA advertisement shall be aired/every billing period.
- **Final billing** - after submission of Certificate of Airing signed by the Program Manager of the TV Network.

Approved by:


CHERYL C. SUAREZ
Chief, AFID