



**TENDER ADVERT
TENDER NO. 01/2026**

**INVITATION TO FORM A PANEL FOR MEDIA AND ADVERTISING SERVICES
FOR uMGUNGUNDLOVU DISTRICT MUNICIPALITY**

The uMgungundlovu District Municipality seeks professional service providers to form a Panel for Media and Advertising Services in the specialisation areas of:

- Print Media
- Radio Media
- Television Media
- Digital Media
- Outdoor Advertising (OOH)
- Media Buying And Placement Agencies
- Content Production Services

Tender documents can be downloaded from the municipal website at www.umdm.gov.za / www.etenders.gov.za or an email request for a copy can be sent to tenderenquiry@umdm.gov.za. Any queries can be directed to Ms K. Ngcobo via email tenderenquiry@umdm.gov.za.

The 80/20 preference point system in terms of the municipality's SCM Policy will be applicable as follows:

		POINTS
PRICE		80
SPECIFIC GOALS (20 Points)		
Race (Points are not cumulative)	SUB-POINTS	10
- $\geq 50\%$ Black Owned (HDP)	10	
- $< 50\%$ Black Owned (HDP)	5	
Locality (Points are not cumulative)	SUB-POINTS	10
- Office based in uMgungundlovu District	10	
- Office based in KwaZulu-Natal (outside uMDM)	7	
- Office based outside of KwaZulu-Natal	5	
Total points for Price and Specific Goals		100

A compulsory briefing session is scheduled as follows:

DATE:	18 AUGUST 2026
TIME: ATTENDANCE REGISTRATION	09H30 – 10H00
TIME: BRIEFING	10H00 TO 11H00 <i>(Security will decline entrance after 10H00)</i>
VENUE:	COUNCIL CHAMBERS, uMGUNGUNDLOVU DISTRICT MUNICIPALITY, 242 LANGALIBALELE STREET, PIETERMARITZBURG.

1. Non-attendance at the Briefing Session will render any submission invalid.
2. No admittance to Briefing Session by Municipal Security after 10H00.
3. Bidders must submit at least 3 completed project reference letters that are applicable to:
 - a. The selected specialisation Media and Advertising service/s bidding for (Bidders may apply for more than one service);
 - b. With the respective minimum project/contract value per specialisation service, per reference letter;
 - c. From the Public Sector (National & Provincial Government & Municipalities (Metropolitan District and Local)
 - d. Within the last 5 years (01/07/2021 – 30/06/2026):
4. Bidders must complete the Specialisation Schedule Declaration in the Tender Document (Pg 6 & 7), depending on the specialisation service of applicable Media and Advertising Services that the respective bidder is tendering for.
5. Proof of the bidders **VALID** Professional Body/Association/Affiliation/Registration/Membership must be submitted with the bid submission, failure to do so will result in disqualification of the bid.
6. Bidders intending to bid for Specialisation Service 2 & 3, a **VALID** Independent Communications Authority of South Africa (ICASA) License must also be attached.

NO.	SPECIALISATION SERVICES	PROFESSIONAL BODY/ASSOCIATION RELEVANCE	NO OF REFERENCE LETTERS & MINIMUM CONTRACT AMOUNT PER REFERENCE LETTER	PROFESSIONAL BODY / ASSOCIATION / AFFILIATION / REGISTRATION / MEMBERSHIP
1.	PRINT MEDIA	Umbrella body representing print and digital publishers in South Africa.	3 X REFERENCE LETTERS @ R 50 000 PER REFERENCE LETTER	Print & Digital Media South Africa (PDMSA)
2.	RADIO MEDIA	Represents commercial, community and public broadcasters. Broadcasters should also hold a valid ICASA licence.	<u>3 X REFERENCE LETTERS</u> @ R 150 000 PER REFERENCE LETTER	National Association of Broadcasters (NAB South Africa) + Independent Communications Authority of South Africa (ICASA)
3.	TELEVISION MEDIA	Recognised industry body for television broadcasters; Broadcasters should also hold a valid ICASA licence.	3 X REFERENCE LETTERS @ R 150 000 PER REFERENCE LETTER	National Association of Broadcasters (NAB South Africa) + Independent Communications Authority of South Africa (ICASA)

4.	DIGITAL MEDIA	Represents digital publishers, platforms, agencies and digital marketers	<u>3 X REFERENCE LETTERS</u> @ R 80 000 PER REFERENCE LETTER	Interactive Advertising Bureau South Africa (IAB SA) and/or Digital Media & Marketing Association (DMMA)
5.	OUTDOOR ADVERTISING	The primary industry association representing billboard, transit, airport and other outdoor media operators.	<u>3 X REFERENCE LETTERS</u> @ R 150 000 PER REFERENCE LETTER	Out of Home Media South Africa (OHMSA)
6.	MEDIA BUYING AND PLACEMENT AGENCIES	AMASA focuses on media planning, buying and media strategy professionals.	<u>3 X REFERENCE LETTERS</u> @ R 75 000 PER REFERENCE LETTER	Advertising Media Association of South Africa (AMASA) + Interactive Advertising Bureau South Africa IAB SA
7.	CONTENT PRODUCTION SERVICES	Suitable for video production, photography, creative and communication service providers.	<u>3 X REFERENCE LETTERS</u> @ R 75 000 PER REFERENCE LETTER	Commercial Producers Association (CPA) OR South African Communications Industries Association (SACIA) OR relevant Professional Creative Associations

Tender submissions must be properly bound and must be placed in the tender box situated on the ground floor of the uMgungundlovu District Municipality, 242 Langalibalele Street, Pietermaritzburg, before **12H00 on 11 SEPTEMBER 2026**, in a sealed envelope which is clearly marked with the Tender Number and Tender Description.

Late Tenders received by way of Facsimile or E-Mail will under no circumstances be considered.

All service providers intending to submit a tender are required to be registered on the Central Supplier Database.

Tenderers shall take note of the following Tender Conditions:

- uMgungundlovu District Municipality's procurement policy will apply,
- uMgungundlovu District Municipality does not bind itself to accept the lowest tender or any other tender and reserves the right to accept the whole or part of the tender,
- Tenders submitted are to be valid for a period of **90 days** from the closing date for submissions of tenders.



Dr. E.X. Muthwa
MUNICIPAL MANAGER
uMGUNGUNDLOVU DISTRICT MUNICIPALITY