

Reference: NRA 2024/0012

Date: 20 May 2025

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Dear Tenderers

BID NUMBER: NRA 2025/0012

PROVISION ON TOLL MEDIA BUYING SERVICES FOR A PERIOD OF SIXTY (60) MONTHS FOR SANRAL

ADDENDUM NO. 01

The following items form part of Addendum No.1

Toll media buying services:

- the word national is added before all reference to traditional media
- In the 1st case study the budget for the case study is corrected to R3 million
- Case study 1 and 2 refer to case studies in the last 3 years. It must be in the last 7 years.

Kindly acknowledge receipt of this addendum by completing the ACKNOWLEDGEMENT OF ADDENDUM below. Failure to acknowledge this addendum may invalidate the Tender.

Yours sincerely,

ProcurementHO07@sanral.co.za

Procurement Office
SANRAL

Northern Region 38 IDA St, Lynwood Glen, Pretoria, 0081 | Private bag X17, Lynwood Ridge, 0040, Pretoria, South Africa, 0081 | Tel +27 (0) 12 426 6200 Fax: +27 (0) 12 348 1512 Email info@sanral.co.za | Visit us at www.sanral.co.za

Directors: Mr T Mhambi (Chairperson), Mr R Demana (CEO), Ms R Buthelezi, Mr R Haswell, Mr C Hlabisa, Mr T Matosa, Mr M Fakir | Company Secretary: Advocate S Linda

Reg. No. 1998/009584/30. An agency of the Department of Transport.

ACKNOWLEDGEMENT OF ADDENDUM NO.01

I _____

Representing Messrs _____

Hereby acknowledge that I have received the above Addendum and that I am conversant with the contents thereof.

SIGNATURE: _____

DATE: _____

This Addendum is to be read in conjunction with and shall be deemed to form part of the Contract Documents.

You must therefore acknowledge receipt of this addendum by emailing this form to the South African National Roads Agency SOC Limited at ProcurementH007@sanral.co.za and the original must be attached to the Returnable Schedules.

Failure to acknowledge receipt of this addendum may invalidate the Tender.

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Pages	Clause / Item	Amendment / Addition
1. Entire Tender Document (Volumes 1)		
Page 9	A1.1	<i>The word national is added before all reference to traditional medial :</i> Provide a dedicated team for managing the toll network media buying for traditional media buying (mainstream media), community media buying and social and digital media buying. <i>Add the word "National":</i> Provide a dedicated team for managing the toll network media buying for national traditional media buying (mainstream media), community media buying and social and digital media buying.
Page 9	A.1.3	<i>The word national is added before all reference to traditional medial :</i> Develop strategic media plans (media schedules, placement including supporting statistics), refinements and amendments, for traditional, community (including-out-home), publications and social and digital platforms as needed throughout the course of the contract. <i>Add the word "National":</i> "Develop strategic media plans (media schedules, placement including supporting statistics), refinements and amendments, for national, traditional, community (including-out-of-home), publications and social and digital platforms as needed throughout the course of the contract."
Page 8,9,14, 15,16, 17,18, 19	All	<i>The word national is added before all reference to traditional media</i>
Page 16	All	<i>Delete sentence with the following</i> Case Study 1: Submit a detailed case study of a media buying campaign developed for traditional and community media, with a minimum budget of R15 million (must include television), executed within the last three years. <i>And replace it with the following</i> Case Study 1: Submit a detailed case study of a media buying campaign developed for traditional and community media, with a minimum budget of R3 million (must include television).
Page 17	Clause 10	<i>Delete sentence with the following</i>

Pages	Clause / Item	Amendment / Addition
		It explicitly mentions the budget (≥R15 million), inclusion of television, and integration of traditional, community, digital, and social media . <i>And replace it with the following</i> It explicitly mentions the budget (≥R3 million), inclusion of television, and integration of -national traditional, community, digital, and social media.
Page 19		<i>Delete sentence with the following</i> Submit a detailed case study of a publication insertion campaign executed across both traditional and community media, with a budget of up to R1 million, within the last three years <i>And replace it with the following</i> Submit a detailed case study of a publication insertion campaign executed across both -national traditional and community media, with a budget of up to R1 million.

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