



Independent Communications Authority of South Africa

350 Witch-Hazel Avenue, Eco Point Office Park

Eco Park, Centurion

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TERMS OF REFERENCE (TORs) FOR THE APPOINTMENT OF A SERVICE PROVIDER TO PRODUCE THE ICASA QUARTERLY NEWSLETTERS

1. Introduction

The Independent Communications Authority of South Africa (ICASA) is the regulator of the broadcasting, telecommunications, and postal services in the public interest. ICASA utilises various platforms to, among others, educate, inform, communicate its objectives, and create awareness about its services to the licensees as well as the general South African public.

2. Scope of work

ICASA seeks to procure the services of a suitably qualified service provider to fully produce 6 digital quarterly newsletters.

- December 2023: Q3 edition
- March 2024: Q4 edition
- June 2024: Q1 edition
- September 2024: Q2 edition
- December 2024: Q3 edition
- March 2025: Q4 edition

2.1. Creative design of the editions

- The conceptualisation of the layout of each newsletter
- Design of the concept
- Typesetting and Layout
- Sourcing of Stock images for the publication (5 images per publication)

2.2. Copywriting, Proofreading and editing of the newsletter.

- Copywriting, editing and proofreading.

2.3. Sourcing of stock images

- Sourcing of stock images to be incorporated in the newsletters.

2.4. Printing of the Newsletter

- 120 copies for each edition (6 editions)
- Printing specifications – Cover Pages-Full colour on gloss. The size of the Newsletter should be A4 (21 X 29.7 cm)
- Inner pages (estimated number of pages – 12), 128gsm full-colour pages

3. Mandatory requirements:

- 3.1. Service provider must provide three copies of a newsletter developed in the past three (3) years.
- 3.2. Provide 3 letters of reference from previous clients to whom the Service Provider have fully produced and delivered a Newsletter in the past three (3) years that correspond to the three (3) newsletter copies mentioned in 3.1.

4. ICASA will be responsible for providing the successful service provider with the following:

- A Corporate Identity Guidelines.
- Electronic Logos to be used.
- Select images (dependent on availability) to be incorporated in the Newsletter as an addition to the stock images that need to be sourced.
- Links to the previous newsletters which are available at <https://www.icasa.org.za/pages/newsletter>

5. Conditions of the contract:

- The service provider will be responsible for the full production, printing and delivery of the completed signed-off newsletters for every edition.
- ICASA will sign off on the sample prior to bulk production.

6. Quality and Delivery Format

- The hard copy of the newsletter is to be delivered at the ICASA Head Office in Centurion.
- The digital copy is to be emailed to ICASA.